Skills for the Future

Skills for the Future
Executive Education Programs @ FABIZ

Skills for the Future

Official Brochure

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OUR COURSES

In the context of changing economic landscape and the increased process of automation, we have recognised the need of current professionals to future-proof their jobs and stay relevant within the working field. This is why we gathered a team of professors with business background, top international researchers and experienced professionals to build education programs, in order to provide you with the learning environment where you can develop skills which are mandatory for the modern world.

WHY THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES?

The Bucharest University of Economic Studies is focused on building the experts and leaders of the future. Our graduate and professional courses are capitalizing on our academic quality standards in order to achieve relevant impact, while our network of experts delivers firsthand insights into practice.

THE KEY BENEFITS OF OUR COURSES ARE:

NETWORKING

By becoming a student of our courses, you are gaining access to our network of university and associate professors, as well as specialists which are invited as guest-speakers

PROFESSIONALISM

All programs are designed and delivered by the Faculty of Business Administration in foreign languages (FABIZ), one of the most renowned business schools in Romania, which has a strong collaboration with professors from international universities, as well as experts from top companies worldwide.

INTERACTION

Small class size (maximum 30) and high level of interaction with the lecturers and guest-speakers

PRACTICAL

We emphasize on the practical outcome of the course – we focus on transferring practical skills to each of our participants

1 Leadership and Social Influence

COURSE DESCRIPTION

What makes a good leader? This course is meant for people who want to get a deeper understanding of the dynamics between an abstract concept such as social influence and its implementation in a day-to-day organizational environment, as well as build towards the ideal of a skilled leader. It is meant to make individuals have a more structured view on both the theoretical and the practical challenges of delegating, managing, and mediating. The main focus of the course is revisiting concepts about the relationships with others and with oneself to help any leader, regardless of previous experience.

During the course we will have a hands-on approach focused on dissecting leadership practices and leaders themselves and learn how to apply that information to personalize it to your needs. Discover and discuss the evolution of the necessary aces up any powerful leader's sleeve and increase the performance of your organization.

KEY BENEFITS

Visualise and maximise your influence circles

Learn from our three highly experienced lecturers and their guest speakers

A practice-oriented course

Learn how to overcome leadership challenges

INSTRUCTORS

TĂNASE STAMULE

Dean at the Faculty of Business Administration in Foreign Languages

Tănase Stamule is an associate professor and dean of the Faculty of Business Administration in foreign languages, within the Bucharest University of Economic Studies. He has a PhD in management of change and a specialization of public administration and leadership at Hertie School of Governance in Berlin. With both a BSc in public administration from the Bucharest University of Economic Studies and a BSc in commercial communication at the University of Strasbourg, Tănase is also certified in European Affairs by the Jean Monnet Department of Trier University. His research areas include intercultural management, leadership and public administration.

Outside of his academic career, Tănase Stamule has a 10 year experience in entrepreneurship, has been a municipal councelor in the Municipal Council of Sector 1, has activated as an expert to the European Co-mission for evaluating operational programs and has developed the excellency program of the Kon-rad Adanauer Foundation in Romania. As of December 2019 until January 2021 he has been State Councelor in Economic Affairs.

ADELA JANSEN

Board director of the French Commerce, Agriculture, and Industrial Chamber of Romania (CCIFER)

Adela Jansen has over 25 years of experience in top executive management positions at several multinational companies activating in various diverse industries, as non-executive director in companies, business and professional organizations boards. She has expertise in business launches and development, restructuring and transformation processes, leading strategy formulation and implementation, human capital and corporate governance activities in high demanding and regulated industries.

Currently she is independent director in several boards and advisory boards (Envisia Boards of Elite, EMI International, Holde Agri Invest, Bucharest Business School and other), partner in Druid, artificial intelligence tech company active at international level. As board member in the French Chamber of Commerce and Industry in Romania, she is also a Steering Committee member of Coalitia pentru Dezvoltarea Romaniei – the biggest business platform in Romania, being its coordinator in CCIFER's rotative mandates. With systems control and computers' Master Degree, Alumna of Henley and Bucharest Business Schools, PGCert and EMBA programs, she is also associated professor and PhD student at the Bucharest University of Economic studies and at the University of Strasbourg.

ANDREEA PIPERNEA

**Chief Executive Officer & Member of the Board of Directors –
NN Private Pension Fund**

Andreea Pipernea has over 20 years of experience in the financial sector (banking and capital market). Her experience was built having worked in treasury, risk management, corporate finance, and investment banking of international financial groups such as ABN AMRO Bank, Erste Bank and Citibank. Currently, she is the CEO of NN Pensions –the largest pension fund in Romania, with assets surpassing 5 billion euros and over 2 million clients. At the same time, Andreea occupies several non-executive positions in entrepreneurial companies and professional organizations such as Vice President of the Association of Privately Managed Pensions Romania, Member of the Advisory Board at Dr. Leahu dental clinics, and Chief Community Officer at Envisia –Boards of Elite.

With a BSc in Finance and Banking and a DOFIN Master Degree, Andreea has graduated an EMBA at the Asebuss and Kennesaw State University (Atlanta, Georgia), and earned a specialization in market risk management from Georgetown University (Washington) and an Independent Director certification from Henley Business School (University of Reading).

Her main areas of expertise are finance, strategic management, leadership, and corporate governance.

LEARNING OBJECTIVES

1 DAY Power and Influence

The first module has the role of introducing the course and laying out important theoretical concepts for understanding the paradigm shifts in today's leadership theory, practice, and strategy. We will make abstract concepts like power and authority concrete and talk about their applied practicality.

2 DAY Relations and sources of power

Once we understand how power works and how to grasp it, we move on to practical ways of how to use it in relation to others. This implies dissecting everyday scenarios, understanding contexts and juggling difficulties with both personal barriers and external issues.

3 DAY Power Networks

The third day is focused on the power of networks and networking itself. Among the talking points, we lay great focus on optimizing the usage of personal network resources, including how to build and maximize them.

4 DAY Models of leadership

"Models of leadership" refers to quality of leadership, both for individuals and for companies. This chapter focuses on the innovations of the field in the last couple of years and zooms in on the big questions leadership experts are asking.

5 DAY Speaking and acting with power

A day for both theory and practice, focused on the individual. A heavily interdisciplinary chapter for nurturing leadership skills for every situation.

6 DAY Leadership and getting things done

The sixth module is about learning strategies and focusing on how to build a personal narrative plan. The learning experience is extended by novelty didactical methodology and hands-on practice.

7 DAY Linking power and influence to reality

The seventh day dabbles in the soft power of organizational reality. We will go through a number of important elements of leadership that have roots in the informal organizational culture such as politics or unorthodox power management.

8&9 DAY Capstone Project

The final day is dedicated to the Capstone project. Participants present, discuss, and give each other feedback for their work under the supervision of the lecturer.

TURN ★ IDEAS INTO REALITY

2 **Start-up and Business Venture**

COURSE DESCRIPTION

Start-up and Business Venture is a practical program designed for aspiring entrepreneurs who wish to launch a new venture.

The program provides a complete guide on how to start a business, analyze the market, prepare the business model and develop a growth strategy. A special attention is dedicated to funding and capital raise, critical factors for the success of an early-stage start-up.

Our curriculum equips you with proven strategies, techniques, and frameworks across a wide variety of functional and leadership topics. With access to the latest research insights that give you an edge, you'll develop skills that will enable you to confidently build and lead your future company to success.

The Start-up and Business Venture postgraduate program attracts a diverse set of students who will come to form your supportive peer group, advisory board, and future network. Meet mentors, funders, and even potential customers and employees. Guest speakers, experts, and entrepreneurs share first-hand experiences, lessons learned, and tell it like it is about starting new businesses and surviving challenges.

Future entrepreneurs, founders-to-be, tech potential investors, and any other person who wishes to be part of this vibrant ecosystem are welcome to join us and get the start-up nation edge, gain leadership skills, executive aptitude, and global perspective necessary to be part of the international high-tech ecosystem.

KEY BENEFITS

Understand the necessary steps required to successfully launch a start-up

Gain knowledge and insights on finance and venture capital

Transform your idea into a viable venture

Identify concrete and actionable tools for managing the entrepreneurial journey

INSTRUCTORS

VANESA VARGAS

Assistant Professor at the Faculty of Business Administration in Foreign Languages

Vanesa Vargas is a PhD and assistant professor at the Faculty of Business Administration in foreign languages, where she teaches Entrepreneurship, the European Business Environment and business simulations. She is the Office Manager of the Higher Education and Research in Management of European Universities (HERMES) and past President of the Rotaract Deva Association. She has taken on a key role in organizing the International Conference on Business Excellence and publishing the conference proceedings. Vanesa has strong ties with the entrepreneurial network of FABIZ and it actively contributing to its development.

CRISTIAN NEGRUTIU

Founding Partner @ Sparking Capital

Cristian Negru iu is Founding Partner at Sparking Capital, a venture capital fund aiming to help innovative start-ups to scale-up and develop.

Cristian Negrutiu has an extensive managerial experience acquired through various positions in different companies at executive level since year 2000. In the period 2010-2019 he was Logistics Country Manager for DSV Solutions in Romania. In this capacity, Cristian served as a Board Member, fully responsible for strategy and P&L of his division. He managed more than 500 people and lead several local and regional projects, ranging from IT implementation to capacity expansion.

On the education side, Cristian has a double background, in economics and law, followed by an MBA at University of Sheffield. Currently, he is Associate Professor and PhD student at ASE, with research focused on entrepreneurship and supply chain.
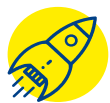
LEARNING OBJECTIVES

1^{DAY} Market Analysis – Estimations & Predictions

Understanding the potential market is the first step of any entrepreneurial journey. You will learn how to estimate the current size, but also assess the future growth. Also, profitability of the potential market needs to be addressed and determined.

2 DAY Market Analysis – Consumer & Customer

If there is a market, there is likely some form of competition out there. You will learn how to map the competitors and see your relationship with them. Understanding the potential customers/consumers is another prerequisite for any new venture. You need to grasp the distinction between customer and consumers and how to profile these two categories.

3 DAY Build your Business Model I

After understanding your potential market and customers, it is now time to start working on your business model. You will learn what is a tech product and what distinguishes it from just providing a service. Also, you will understand how to prepare your business proposition and map it in an integrated way.

4 DAY Build your Business Model II

Building on learnings from Day 3, you will enter into more specific details about your product. These refer to business traction, unit economics and, very important, the future development roadmap.

5 DAY Grow your business through competitive advantage

Any business must be clear regarding its competitive advantage. You will have to know the strengths, weaknesses and the proof points of your competitive advantage. More important you will learn how to defend it and continuously build the sustainability of your competitive advantage.

6 DAY Day 6: Barriers & enablers of your growth strategy

Designing a compelling growth strategy is the main success factor of your business. You will learn how to build its key blocks and what are the enables/barriers that you may face. You must think also about key innovations and additional revenue streams for the future.

7 DAY Determine your Business's Market Value

After carefully designing your new venture, you have now to raise money to build it. You will learn how to determine the amount and the need of the investment, together with valuation of your company and equity that you will offer.
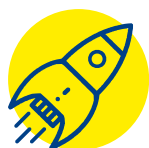
8 DAY How to get through due diligence

After agreeing the term sheet and prior to signing the contract, the investor will perform a thorough due diligence. These will feature legal, financial and commercial issues, including a comprehensive IP review. Last, but not the least, you need to work out an early view of the exit strategy.

9 DAY Pitch Deck and Investment - Capstone project

Based upon the learnings from the course, you will work on a capstone project. You will prepare a deck containing the following documents:
•   One pager
•   Commercial pitch
•   Investment pitch

3 Effective Communication, Design and Presentation

COURSE DESCRIPTION

This course is for people who need to get their business ideas heard, accepted and implemented.

Communicating your message clearly, confidently and concisely is essential for connecting to any audience, formal (to a board of directors, for a pitch, etc) or informal (ie. in a group or getting a budget approved). To do that you will learn how to quickly and efficiently create beautiful PowerPoint presentations on one hand, even if you have minimum knowledge, and engaging delivery of high-impact communication without wasting time on the other hand.

Glossophobia — also known as the fear of public speaking — affects 3 out of 4 people, according to a study conducted by the Statistic Brain Research Institute. Public speaking brings forth anxiety, nervousness, the fear of making mistakes, of being criticized, of not being interesting enough, of losing concentration and forgetting what you were meaning to say. The proposed course will reveal those elements, those tools that are fundamental to creating and delivering a public speech, fundamental to utilizing emotions in and with the public.

You will be able to analytically identify the right information and to transpose it an emotional and a compelling story, hence displaying dynamic introductions and memorable endings into your presentations.

KEY BENEFITS

| **Learn guiding principles of making effective presentations** | **Deliver powerful, high impact business presentations that audiences remember and act on** | **Learn how to simplify complex information and messages so that audiences get, and remember your key messages** | **Learn from a world expert with +15 years of experience** |

INSTRUCTORS

ADRIANA SĂFTOIU

Specialist in the field of Public Communication and Public Relations

Adriana Săftoiu is recognized within the public sphere as one of the most experienced specialists in the field of public communication and public relations. She graduated from the Faculty of Letters, University of Bucharest, the Romanian-Spanish department, to subsequently follow a year of specialization courses in Comparative Literature (1993). She was a journalist at Rompres and Mediafax (1993-1998), after which she was part of Prime Minister Radu Vasile's team, becoming a Government spokesman.

From 2000 to 2007, she worked with President Traian Basescu, as the Director for Cabinet of the Minister of Transport, director of the "PD" Press Office, coordinator of the Department of PR and media relations during three electoral campaigns — the campaign for Capital City Hall in 2000 and 2004, and then the Presidential campaign of 2004.

Starting December 2004, she has been a presidential adviser, the spokesman for the President of Romania. In April 2007, she resigned and remained active within the private sector through her own PR and communication company. In 2007, she published "Vocile Puterii" ("Voices of Power"), a book unfolding the experiences of the spokesmen of post-communism Romania.

SORIN ANAGNOSTE

Vice-Dean at the Faculty of Business Administration in Foreign Languages

Sorin Anagnoste is a Lecturer and Vice-Dean at the Faculty of Business Administration in foreign languages (FABIZ) within the Bucharest University of Economic Studies from Bucharest (ASE). He teaches subjects related to strategy, online business models and entrepreneurship.

After graduating the Bucharest University of Economic Studies in 2008 he enrolled for a PhD under the same institution from which he successfully graduated in 2011.
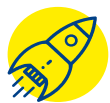
Sorin has over ten years of experience in companies across different industries (FMCG, Oil&Gas, Financial Services, Consulting), in roles like Business Analyst, Finance Manager and Management Consultant.

His core competences are related to Intelligent Automation, Entrepreneuruship, Strategic Management, Teaching and Training.

From 2015 to 2020 he worked for EY in the Intelligent Automation department, performing several roles: from business development activities to actual coding on RPA projects for global companies. Aside from these activities he has knowledge and practical experience with other technologies that help companies achieve end-to-end automation (ie. RPA, Chatbots, Process Mining, Data Mining, Intelligent OCR).

Sorin has worked also as an internal trainer, developing workshops and training related to presentation and excel skills. Also, his practical experience was covered on more than twenty academic articles in journals , being so the most quoted Romanian expert in the area of Intelligent Automation. Sorin is frequently invited as guest speaker to workshops and seminars.

LEARNING OBJECTIVES

1 DAY **Structuring a presentation**

Learn at what to pay attention in order to determine the main objective and key message to communicate. Moreover, translating that in visual messages to communicate will follow a proven framework used by top leading companies.

2 DAY **Assessing a presentation**

While there are many forms and concepts in software and productivity tools, selecting the most appropriate one it is always challenge. When should somebody use a pie-chart and when a waterfall? Through multiple exercises and mini case studies you will be able to identify the right type message and how to represent it visually in a proper way

3 DAY **Designing an appealing and powerful presentation (I)**

Applying the learning from the first two days for the companies the participants are working for. It will be a full day dedicated to exercises and case studies so the participants learn how to master the unpredictable. Large sets of information will be provided so that the exercises will reflect the day-to-day activities of a manager.

4 DAY **Designing an appealing and powerful presentation (II)**

During the day four the participants will not use only the visuals and templates provided by their organizations, but also will learn tips and tricks to rapidly adapt depending on any situation. Most of the fear comes from the unknown and through a series of exercises we will explore all the areas of making a state-of-the-art presentation, hence transforming the unknown in known and tangible.

5 DAY **Structuring public speeches**

Having the presentation done, participants will be guided through the next phase: public speaking. The fear of speaking in public can be overcome with practice. We start in this class with understanding the types of speeches and their characteristics. We continue by analyzing the persuasive speech, how to use stylistic devices in public speaking and we'll end the day with summarizing the basic rules of public speaking.

6 DAY **Assessing public speaking**

The focus in this class we will be put on nonverbal communication and analysis of speech. The entire process will be covered with exercises, case studies and practical simulations so each participant has the chance to prove what has learned.

7 DAY Speeches conducted by course-takers. Feedback.

Participants will be asked to present, visually and verbally, a presentation they have carefully created during the first six days. The feedback will be both from other participants, but also from the lecturers.

8 & 9 DAY NLP elements – Persuasion vs Manipulation and Capstone Project

Integrate all knowledge gathered during this module in a Capstone Project applied on your business of choice in order to ultimately develop your digital marketing expert skills hands-on.

4 Effective Agile Practices

COURSE DESCRIPTION

You're actively involved in developing new products & services, yet you feel the way you work does not maximize the potential of the team?

Effective agile practices is a course that is designed for product makers who wish to accelerate their approach for delivering value to clients & stakeholders.

Together with leading professionals in consulting and technology companies, you will learn how to prioritize your work, which documentation is essential for agile organizations, how to execute work in an agile environment, how to measure results & continue iterating. Through multiple practical assignments and the capstone project, you will systematically develop the skills to manage expectations, deliver value & achieve your objectives.
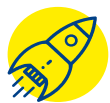
KEY BENEFITS

Understand the core principles of Agile, looking beyond strict rules & frameworks

Learn how to prioritize work and focus on what delivers the most client value

Learn how to write simple & straight-forward business requirements

Find out practical ways to execute work in a continuous 'Build-Measure-Learn' loop

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INSTRUCTORS

CĂTĂLINA CHINIE

Lecturer at the Faculty of Business Administration in Foreign Languages
IT Project Manager @ BearingPoint

Cătălina Chinie is a lecturer at the Faculty of Business Administration in foreign languages and an Agile and Design Thinking enthusiast. She teaches Entrepreneurship, Business Models and Product Development and Prototyping.

Catalina has over 15 years of professional experience in Finance and IT sectors. She is currently also employed in an IT consultancy company and is engaged in business and academic projects which use different project methodologies. In her free time, she offers pro bono consultancy for Romanian start-ups.

ANDREI DOGARU

Head of Product @ Filbo

Andrei Dogaru is passionate about building great products, Lean Startups and antifragility.

As part of his background as a Product Manager, he has launched & managed financial products and digital solutions for Wealth Management, Liabilities/FX, Credit Cards & Retail Lending.

As a Project Manager for technology implementations, he has coordinated cross-functional teams from Digital, Tech, Product, Sales, Marketing, Ops & Risk throughout the full implementation lifecycle: user stories / business requirements / testing / launch.

ADRIAN NASUI

Chief Technology Officer @ Filbo

Adrian is a Chief Technology Officer at Filbo, Romanian Fintech dedicated to small businesses. He has 14 years experience in building software & products. He previously held a Technical Lead role at EY's Innovation Lab in Bucharest & a Technical Lead role for Everymatrix's GamMatrix core engine. He has a Master's degree in IT Security from The Bucharest University of Economic Studies.

His areas of expertise include: Building software & products, involved in architecture, design, development and release of software and solutions; implementing complete software development life-cycle using Agile principles; Cloud Architecture – Leveraging cloud technology for obtaining flexible and scalable solutions; Integrating and implementing digital transformation initiatives & efforts to streamline and modernize an organization's processes.

LEARNING OBJECTIVES

1 DAY **The Agile principles and methodologies**

Learn the Agile principles, the difference between the Agile framework versus the waterfall framework and learn about the main Agile methodologies: Scrum, Kanban & Extreme Programming.

2&3 DAY **Prioritization of work in an Agile organization using OKRs (Outcomes & Key results)**

Create better prioritization of your activities by learning how to select business priorities and by using the Outcomes & Key results framework.

4 DAY **Ideation & Agile documentation**

Practice transforming OKRs into ideas and learn how to write the agile documentation.

5&6 DAY **Delivery of working systems in production**

Gain knowledge about the continuous integration, continuous delivery practices and their main associated components in an Agile execution environment.

7 DAY **Measure results**

What happens after the iteration cycle is complete? Learn how to measure and report results.

8&9 DAY **Project capstone**

Practice a real-life use case starting from the business strategy.

5 **Digital Communication Strategies and Social Media Analytics**

COURSE DESCRIPTION

Digital Communication Strategies and Social Media Analytics is an immersive and experiential program designed for professionals who want to acquire digital communication skills that can be implemented in their organizations. This program gives you competitive insights into online communications that can help the marketing of your business.

During this program, you will explore the complexity of digital communications during six distinct phases. We will start by having a look into the new digital ecosystem and the trends and challenges that it brings along in corporate communications. We will then move on to Social Media and Community Management in order to find out how online communities can be managed in order to make growth possible. The Social Media Analytics part gives insights into the metrics of using social media tools in marketing, while a Content Marketing Strategy is also needed, which, at its turn, will be explored. The Digital Branding and Digital Reputation Management module will explore the importance of creating a strong digital brand. Finally, the Capstone Project will consist of a plan where you will be asked to apply the ideas learned during the module to your own company so that you contribute to its digital marketing success and, ultimately, growth.

Building on this understanding, you will systematically develop the digital communication skills to manage your business in an ever-increasing digital environment.The program enables you to drive the digital growth of your business.
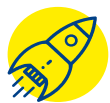
KEY BENEFITS

Develop your talent in copywriting and using digital marketing content

Elevate key skills in digital communications and social media analytics

Leave with a concrete action plan for your own digital marketing initiative

Enhance your understanding of the unique aspects of digital communications

INSTRUCTORS

VLAD ROȘCA

Lecturer at the Faculty of Business Administration in Foreign Languages

Vlad I. Roșca is a lecturer at the Faculty of Business Administration in Foreign Languages with a PhD in Marketing. He gives Online / Digital Business classes in German/English, and apart from the academic experience, he has worked for almost three years in an IT business, as well as in economic journalism. Vlad has a key role in the promotion of the FABIZ master's programs in the social media field.

THEODOR RUSU

Chief Digital Officer (CDO) @ Republika Interactive

Theodor Rusu, Chief Digital Officer (CDO) at Republika Interactive, has a vast experience in digital marketing, using his knowledge to help businesses drive growth by moving the organizations to digital business models.

During his 20 years work of experience, he was part of various media agencies where he developed media strategies and campaigns to suit the purpose of many major clients from various industries. Theodor knows the inside-outs of sourcing digital advertising opportunities and of managing the production of digital marketing materials, so he co-founded his own digital branding business where he puts ideas into digital practice.

LEARNING OBJECTIVES

1 DAY **The New Digital Ecosystem**

Learn about where the world currently stands with the digital environment. Explore more about key new concepts such as programmatic advertising, social media marketing, influencer marketing.

2 DAY **Social Media and Community Management**

Learn how to build authentic brand communities with customers and stakeholders, how to interact with digital communities and create unique experiences for your customers.

3 DAY **Social Media Analytics (I)**

Marketers now rely on such vast amount of data to profile, segment and target their customers better. Look at what type of data really matters and how to use it to reach the marketing purposes of a business.

4 DAY **Social Media Analytics (II)**

The course will provide details about a trend which is going to shape the near future of digital business: the cookie-less era: how to do digital business when collecting cookies won't be any longer allowed?

5 DAY **Digital Branding & Digital Reputation Management (I)**

Participants will learn how to develop and manage the reputation of a brand by using digital communication channels, including owned and paid media.

6 DAY **Digital Branding & Digital Reputation Management (II)**

Learn how to build and manage a strong and sustainable online reputation for a brand, how to use vertical and horizontal brand communications and how to make the most of SEO and SEM.

7 DAY **Content Strategy**

Find out more about the opportunities offered by the intersection of digital strategy and content strategy and about the roles played by media agencies in content creation and delivery.

8&9 DAY **Capstone Project**

Integrate all knowledge gathered during this module in a Capstone Project applied on your business of choice in order to ultimately develop your digital marketing expert skills hands-on.

6 Design Thinking for Business

COURSE DESCRIPTION

In today's changing business world, strategies for competitiveness have shifted towards a human-centered design approach. Many companies have understood the importance of integrating design thinking in their strategy and their culture.

Our Design Thinking for business course teaches the most important tools and actions that you need in order to design better products, better services, and even better companies, but also ways in which you can improve the skills you need in order to effectively apply design thinking practices in your organisation.
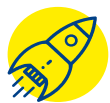
KEY BENEFITS

Understand the Design Thinking method and how to use it in your work

Use techniques to help you to better understand the needs of your customers

Generate more ideas by using ideation techniques

Create better products and services by using prototyping and iteration methods

INSTRUCTORS

SHAHRAZAD HADAD
Lecturer at the Faculty of Business Administration in Foreign Languages

Shahrazad HADAD is a PhD Lecturer at the Faculty of Business Administration in Foreign Languages, within the Bucharest University of Economic Studies. She has a strong background in Business Management, Business Development and Corporate Social Responsibility.

She has published more than 30 articles, books and book chapters in the business field. Besides her academic profession, she has founded the publishing house for children books, "The little case with stories" (Cutiu a cu Povești), which focuses on delivering interactive books for children.
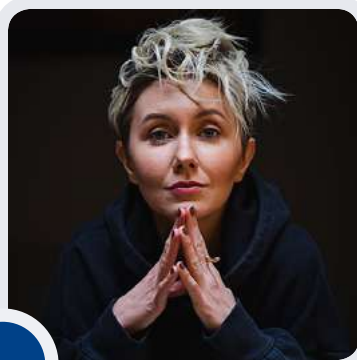
DALIA POLEAC
Designer and founder @ Future Jobs Design

Dalia attended Istituto Marangoni Milano, where she obtained her degree in fashion design. She studied business management at Antwerp Management School and started her career as fashion designer, moving to founder of her fashion brand, freelance trend forecaster and cultural manager.

A social dialogue stimulator, she comes with a vast experience in designing public spaces for shared knowledge and co-creation. In 2021 Dalia opens a far-reaching conversation that covers The Future of Work. With a human centric approach, using design thinking and progressive design principles, Dalia launches "Future Jobs Design", a program delivering strategic tools to support lifelong career transitions, and connects enterprises and individuals to find growth opportunities matching the potential of both.

Dalia is a designer and forecaster, who has been working for the past 10 years within the creative industry, designing products, providing research and development strategies, curating and managing artistic and cultural events.

RALUCA-ANDREEA PANTIRU

Product Manager Devices – Fitbit @ Google

Product Manager with expertise in envisioning & building software & hardware consumer health and fitness products, experienced in both entrepreneurial and corporate environments.

Lawyer by training, Raluca has over 6 years experience in creating and building complex software and hardware products dedicated to health & physical activities.

In her role as PM for global tech giants, Raluca was responsible for defining both wearables requirements and mobile app experiences, and worked on the go-to-market strategy, connecting both sales & marketing teams and helping them understand the product positioning, key benefits, and target audience.

She had the rare opportunity to tackle both software and hardware products and define the road from concept to execution for several tech gadgets, applying a rigorous and dynamic process of research and leading execution.

Presently, she works on product development in the Devices and Services Product Area within Google.

LEARNING OBJECTIVES

1 DAY **The Design Thinking method**
Learn what the Design Thinking method is about and how it can innovate businesses, products and services.

2 DAY **Understanding consumer needs**
Gain better knowledge of how to research and understand customer needs through observation, interviewing and empathy.

3 & 4 DAY **The ideation process**
Learn how to generate ideas by practicing the Design Thinking ideation process.

5 DAY **Prototyping and user testing**
Deep dive into prototyping methods that can help you collect relevant insights from your customers and establish the basis for further products & service development.

6 DAY **Prototyping and iteration**
Learn how to use the customer feedback from the prototype testing in order to iterate the initial prototype and validate the final product or service.

7 DAY **Presenting products & services through storytelling**
Understand the power that storytelling has to motivate and inspire people towards action, and learn how to embed storytelling into the presentation of your products and services.

8 DAY **Training the creative power**
Level up your design thinking capabilities by training your creative muscle through tools and exercises.

9 & 10 DAY **Capstone project**
Consolidate the knowledge gained in the previous days by solving a complex challenge through Design Thinking.

7 Business Automation

COURSE DESCRIPTION

Business Automation is a program that aims to introduce Robotic Process Automation to college graduates and professionals regardless of their background. The course assumes no prior knowledge of RPA and it equips the participants with skills that will help them analyze processes within the organization and identify those which can be automated through RPA.

It provides an overview of the UiPath Enterprise RPA Platform, presents each product of the platform and it deep dives into the different stages of the automation journey and explains how to gauge the success of automation implementation in an organization. Participants will learn how to apply RPA and come up with new processes that would not have been possible without RPA, while developing their first RPA bot.
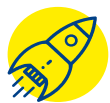
KEY BENEFITS

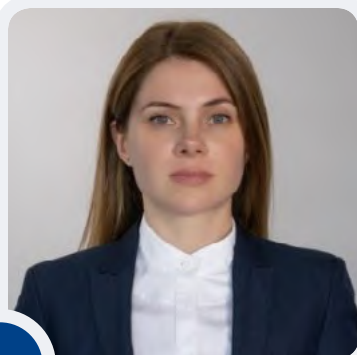| Understand the basics of Robotic Process Automation | Learn to analyze and identify processes which can be automated | Understand various stages of the automation journey | Build an RPA bot |

Skills for the Future
Executive Education Programs @ FABIZ

INSTRUCTORS

CĂTĂLINA CHINIE
Lecturer at the Faculty of Business Administration in Foreign Languages
IT Project Manager @ BearingPoint

Cătălina Chinie is a lecturer at the Faculty of Business Administration in foreign languages and an Agile and Design Thinking enthusiast. She teaches Entrepreneurship, Business Models and Product Development and Prototyping.

Cătălina has over 15 years of professional experience in Finance and IT sectors. She is currently also employed in an IT consultancy company and is engaged in business and academic projects which use different project methodologies. In her free time, she offers pro bono consultancy for Romanian start-ups.

COSMIN NICOLAE
Consultant @ UiPath

Cosmin is one of the earliest members in the UiPath team joining in 2016. Cosmin has helped numerous customers with RPA implementation both as an RPA Developer, trainer, and consultant. Cosmin has also been involved in the development of the UiPath platform as a Product Owner for multiple UiPath products including AI Computer Vision. By trade Cosmin is an Automation Engineer, earning a bachelor's Degree Automatic Control and Systems Engineering from the University POLITEHNICA of Bucharest.

LEARNING OBJECTIVES

1 DAY **Introduction in RPA and the business analysis for RPA implementation**

Learn how the RPA technology works, when it can be applied and how to analyze and document processes to be automated.

2 DAY **UiPath Studio Overview & Programming methods**

Deep dive into the UiPath Studio application and learn the main programming methods that you will use: control diagrams, variables, datatypes and Vb methods.

3&4 DAY **UI Automation**

Learn the main tools used in order to automate UI activities such as X, Y, Z, and start learning about the integration of the UiPath Studio with other applications

5 DAY **UiPath Studio integrations**

Develop automations by making use of the integrations that UiPath Studio has with programs such as Email, Word, PDF, but also with Databases.

6 DAY **UiPath Orchestrator**

Learn to manage the creation, monitoring, and deployment of resources by using the UiPath Orchestrator application

7 DAY **Execution functions**

Gain knowledge of how to organize automation projects, how to handle exceptions, debug your bots and learn how to use the Robotic Enterprise Framework project template.
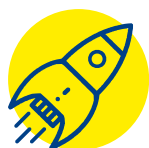
8 DAY **RPA bot development**

Develop your first complex bot.

9&10 DAY **Capstone project**

Apply the course learning by fulfilling an automation project.

8 Business Analytics

COURSE DESCRIPTION

Business Analytics will help demystify data and strengthen your analytical skills. Beginning with basic descriptive statistics and progressing to regression analysis, you'll implement analytical techniques in Eviews, R, Stata and Python and apply fundamental quantitative methods to real business problems—from descriptive analytics to predictive analytics.

The course will introduce the students to the main concepts of big data analytics and tools used in exploring and analyzing big data. There has been recently an accelerated growth in the data that can be used in the analyses of the markets and economies. This calls for specifically designed approaches to deal with it. The course introduces the students to the use of big data with the help of specialized software like R or Python. It also gives the students the basic skills to work and analyze big data with the help of machine learning techniques.

This course will help you understand in-depth knowledge and innovative interpretation of methods and tools specific to communication and project team management, experimental use of principles and methods specific to financial management and risk management to increase the performance of organizations, complex substantiation of decisions within the program and project based on quantitative methods and advanced quality.

KEY BENEFITS

Use probability concepts in real life applications

Enhance your understanding of the unique aspects big data

Develop skills to work and analyze big data

Introduce fundamental techniques from machine learning

INSTRUCTORS

MIHAIL BUȘU

Vice-Dean at the Faculty of Business Administration in Foreign Languages

Mihail BUSU is PhD Lecturer and Vice-Dean at the Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies. He has a strong background in Applied Mathematics and Statistics, Financial Economics and Risk Management. His research focuses on Statistics and Econometrics, Economic Modelling, Decisional Processes, Financial Risks and Risk Management. He has published more than 20 articles in top scientific journals.

Mihail Busu has a strong expertise in Competition policy and enforcement, knowledge of European cases and market studies and market analysis statistics. For more than 10 years he was conducting statistics and economic analysis on: Cartels and Leniency Programmes for Fines and Abuse of a Dominant Position. At the Romanian Competition Authority his main duties were to conduct sector analysis to identify market failure, particular expertise on secondary legislation, provide economic, statistics and econometric expertise in Antitrust and Merger cases, ex-post and ex-ante evaluations of merger cases, providing economic expertise for the Legal Department on cases pending in Courts. Mr. Busu was peer reviewer for the internal procedures of the Romanian Competition Council and managing databases with economic data relevant to Antitrust investigations

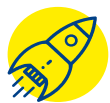Dr. Busu is involved in international research projects in field of analytics.

ADRIANA ANAMARIA DAVIDESCU

Professor at the Department of Statistics and Econometrics of the Bucharest University of Economic Studies

Adriana AnaMaria DAVIDESCU is full professor in the Department of Statistics and Econometrics of the Bucharest University of Economic Studies and senior researcher at the National Institute for Scientific Research in Labor and Social Protection, with over 14 years of experience in socio-economic research and labor market analysis and an extensive expertise of more than 15 yeas in the field of statistics / econometrics, demonstrating an advanced knowledge and experience with quantitative economic analysis and modeling techniques.

Adriana Davidescu has coordinated as director numerous national research projects in the field of informality, holding in 2017 the position of senior expert of the European Commission in the project aimed at implementing the mission, objectives and activities of the European Platform to strengthen cooperation in tackling Undeclared Work.

PETRE CARAIANI

Lecturer at the Faculty of Business Administration in Foreign Languages

Petre CARAIANI finished his doctoral thesis in 2008 with a study on the business cycles. He has worked in research at the Institute for Economic Forecasting, becoming a senior researcher in 2010.

Since 2019, he is also a lecturer at the Faculty of Business Administration in Foreign Languages. He teaches here macroeconomics, quantitative methods and decision processes. His main research interests are in macroeconomics and finance.

His publications place Petre among the top economic researchers in Romania and he is currently ranked the second best researcher according to the REPEC top.

LEARNING OBJECTIVES

1 DAY **Business Analytics Fundamentals**

Learn about probability and statistics concepts and applications. Apply Probability models, Distributions, Central Limit Theorem, Effect Size and Confidence Intervals.

2 DAY **Decision Biases**

Learn how to identify the types of biases in a decision-making process and ask for the right information.

3 DAY **Descriptive Analytics**

Discover how to collect, clean and describe the data you have, including summary statistics.

4 DAY **Predictive Analytics**

Learn about simple and multiple regression models, examining residuals and model biulding for predictions.

5 DAY **Prescriptive Analytics**

Understand what prescriptive analytics is and learn how to connect predictive analytics to a business objective.

6 DAY **Big Data Analytics**

Identify what big data means to the students and what they can do with it while learning the four Vs of big data: volume, variety, velocity and veracity. All applications will be done in Python/R for Big data.

7 DAY **Capstone Project – Analytics for Business**

Integrating all these concepts and methods into a real data economic application.

5
weekends

1
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diploma

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