

BiSM BUCHAREST
INTERNATIONAL
SCHOOL OF
MANAGEMENT



**Abertay
University**



Go for more than a degree.

Study in **Romania**, get a **UK** diploma

Practical, hands-on education,
taught by business professionals

▶ Enter a new era of business education

The BISM undergraduate programs offer you a mix of international experience and local know-how, by bringing together lecturers from all around the world. The curriculum is designed to prepare you for a career in three major areas of business.

The 3-year accredited programs you can choose from include:

01 – Business Management

02 – Digital Marketing and Business Management

03 – Business Management with Events Management

04 – Digital Marketing with Events Management

▶ Start your career journey the right way

The business environment keeps on changing and so does the jobs market. How can you prepare today for what's going to happen in 3 years? Is academic education the one that will prepare you to face the future?

It will be if you choose right. Lead the way with confidence, get not just a diploma, but start a career path and build on it.

We've partnered with Abertay University to deliver these exciting international degrees. Our focus is on the practical side of teaching and for placing the student experience at the core of their programs. The strong links with the industry are added through a line-up of teachers formed of industry professionals, who complement learning with their experience of applying things. All of this with an international degree to prepare you better for a future career and make you stand out.

Now it's your time to make the right choice. For you and for your future.



Denisa Nuber
Director of Education

The program is offered jointly by
BISM (former MSM Romania) and Abertay University.

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BISM (Bucharest International School of Management) is working with internationally renowned universities like Maastricht School of Management for executive education, hence, delivering business studies for professionals of all ages and areas since 2010, or Abertay University for the undergraduate programs. Throughout the years, over 400 students graduated from the school's programs. BISM brings together people who share the same values: integrity, the openness to self-reflect, the constant need to self-develop, respect for society, proactive optimism, and the courage to challenge the status-quo.

BISM delivers programs for business professionals (Executive MBA, Fast Track Management Program), young professionals and fresh graduates (Master in Management) and high school graduates (undergraduate programs in Business Management, Digital Marketing & Business Management and Accounting & Finance with Business Analytics).



Abertay University is a modern university located in the heart of Dundee, Scotland. It has over 4,500 enrolled students, with staff and students from over 60 countries.

Abertay has been a leader in enabling access to university and preparing students for careers for over 25 years. Its continuous focus on first-rate education has resulted in the University being awarded UK University of the Year for Teaching Quality by The Times and Sunday Times Good University Guide 2021. It has also been ranked Top 10 in the UK for Student Satisfaction with Teaching, Course and Feedback (Guardian University Guide 2020) and in the Top 10 UK Universities for Student Satisfaction (National Student Survey 2020).



We offer UK degrees, with UK diplomas, delivered at UK academic standards of excellence. We deliver these programs here, in Bucharest, with a mix of international and Romanian lecturers, experienced both in business and academia.



Radu Atanasiu

Associate Dean for Academic Affairs

Each program prepares the student in a tailored mix of subjects, with a significant practical component, for a successful business career.

Business Management

What are the organisational challenges presented by shifting markets, ever-changing business models and emerging technologies?

Prepare to gain a clear understanding of the ways in which complex organisations work by choosing a fascinating degree designed to give you a head start in the business world.

This degree has been created with employability in mind. It prepares you for work by developing the knowledge you need, and combines it with the skills required to meet the business and management needs of any organisation.

Year 1

Business Analytics
Theory and Practice in HRM
People, Planet, Profit
Project Management
Researching Business & Innovation
Digital Marketing Principles

Year 2

Digital Business Strategy
Corporate Finance
Business & Environmental Sustainability
Ethical Business in Society
Financial Markets
Entrepreneurship & Business Start-Up

Year 3

Advanced Professional Practice
Strategic & Operations Management
Prescriptive Analytics
Innovating for Growth
International Business & Management
Contemporary Issues Research

Digital Marketing and Business Management

From viral videos to influencers promoting their favourite products, you've seen and shared the work of digital marketers. Learn how to use data to get a deep understanding of consumers and create engaging marketing strategies across digital platforms.

At the same time, you'll learn all the different business functions and gain an appreciation of how closely business and marketing decisions intertwine. There is a huge demand for digital marketers and social media managers, so why not become a well-qualified digital marketing specialist with core business skills, and join them?

Accreditation:

The Chartered Institute of Marketing

Year 1

Business Analytics
Theory and Practice in HRM
People, Planet, Profit
Project Management
Researching Business & Innovation
Digital Marketing Campaigns
Digital Marketing Principles

Year 2

Digital Business Strategy
Market Intelligence & Consumer
Behaviour
Customer Relationship Management
Marketing Communication & Design
Brand Management
Entrepreneurship & Business Start-Up

Year 3

Strategic marketing
Strategic & Operations Management
Prescriptive Analytics
Innovating for Growth
Computational Analytics
Digital PR

► Why study at BISM?

- Get a **UK degree and study in Romania**, experiencing two cultures throughout your studies
- Learn from **lecturers from the UK and Romania**, with extensive academic and business experience
- Practice your recently acquired know-how in **company internships**, facilitated by the school
- Work on **both your hard skills and soft skills** through a curriculum designed to prepare you for the real requirements of the business world
- Enter a **community of over 400 business professionals** and experience the benefits of networking with a diverse range of managers
- Get **exclusive access to community events** hosted by renowned business leaders

I wanted to have an international experience, but I still wanted to be involved in the life of the community in Bucharest. When I found out that there is an international program in Bucharest, I was very happy and this why I chose it.



Livia Florea
Master Graduate

► Requirements & Application process

Applications for all 4 undergraduate programs (Business Management, Digital Marketing and Business Management, Business Management with Events Management, Digital Marketing with Events Management) are processed upon receipt.

The courses start in September and have a duration of 3 years, at the end of which you will receive a Bachelor's Degree offered by Abertay University, UK.

For more details about the application process, entry requirements and documents, please contact us at info@bism.ro.

You can also read more on our website: www.bism.ro/undergraduate

▶ Student Experience

As a school, BISM has always focused not just on academic learning, but on creating memorable experiences through different tools and activities. All these experiences aim to help you prepare for a competitive job market and grow in areas such as:

- ▶ **Turning you into an independent learner**
- ▶ **Thinking critically**
- ▶ **Learning how to efficiently work in a team**

Plus, your experience goes beyond the classroom with:

Studying in Bucharest

– *a city with a cool vibe, active social life and the heart of the Romanian business world.*

Meeting new people

– *attend social gatherings and events as part of a big community that BISM has to offer.*

Focusing on your wellbeing

– *get access to student support through to Career Counselling and Individual Coaching Sessions.*

Having your voice heard

– *Student Association and Student Voice Forums ensure that your feedback is valuable.*

► Fees & Scholarships

Yearly Fee	
€ 8,500	
Application fee	
€ 50	
€ 100	For those without a language certificate, including the cost for an English language test
Early Bird Discount	
€ 2,000	Date TBA for each year
Discount applicable one time:	
€ 400	Bring a friend* - for each one, applicant and friend
Discount applicable for each academic year:	
€ 1,000	Founders' scholarship (per year)
€ 1,500	Outstanding candidates** (€ 500 per year)

* A student can apply for an unlimited numbers of this type of scholarship, at the time of their application and throughout the 3 years of the program. This scholarship is not considered for the threshold of € 3,000 maximum scholarship discount.

** The quality of the application will be reviewed on criteria like: over 9 average grade at Bac exam, participating in national or international Olympiad, social involvement – long term volunteering or activism.

The scholarships above can be cumulated to up to a maximum of € 3,000 per year.



FINS Student Loan

Up to € 25,000 for all EU students that want to apply, applied, or have already received an offer to study an undergraduate or postgraduate course.

For more details about the student loan criteria and application, visit www.hellofins.com.



* FINS is the only financing service in Romania that offers loans for students who want to study abroad or in Romania.

► Contact Us

 bism.ro/undergraduate/register-interest/

 bism.ro/undergraduate

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