

**Day 1**  
**Sunday, 12.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

24h

**Check in** at the Moxa Student Dorm

18:00

You will have to be **in front of the Student Dorm**

19:00

Welcoming Meeting  
**Get to know each other**

20:00

Dinner

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*Should the timetable request the exit from the Moxa Campus, your team leader will guide you in a hearty manner at the destination, be it for lectures, eating or extracurriculars.*

**Day 2**  
**Monday, 13.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

	Moxa Dormitories	Moxa Restaurant	University Building	Special Places
07:45	<b>Rise and shine!</b> We will knock at your door every single morning and wake you up			
08:30	You will have to be <b>in front of the Student Dorm</b> <i>Wear the BSU T-SHIRT</i>			
8:50 - 9:30	Breakfast			
10:00 - 11:00	The <b>Aula Magna</b> Hall will host the <b>Opening Ceremony</b>			
11:00-12:00	Short tour of <b>ASE</b>			
13:00 - 14:00	Lunch			
14:00-15:00	Rest			
15:00	<b>Lecture 1:</b> <b>Călin Vegheș</b> , Dean of the Faculty of Marketing, Bucharest University of Economic Studies <i>„Cultural heritage: A marketing perspective”</i>			
18:00	Take a break			
18:30	Dinner			
20:00	Challenging <b>teambuilding</b> activities <i>Sportswear is highly recommended</i>			

**Day 3**  
**Tuesday, 14.08.2018**

	Moxa Dormitories	Moxa Restaurant	University Building	Special Places
07:45	Wake up call			
08:30	Breakfast			
10:00	<b>Lecture 2:</b> <b>Raluca Bărbulescu</b> , Architect, ARCHÉ Association <i>„The ARCHÉ Association and its role in the revival of built cultural heritage”</i>			
13:30	Lunch & Rest			
15:00	<b>Lecture 3:</b> <b>Dr. Anamaria Răvar</b> , Vice-president, ARCHÉ Association <i>„Cultural heritage and local communities”</i>			
18:30	Dinner			
21:00	<b>Karaoke Party</b> <i>Each team will have to perform two songs. Prior to that, you must prepare two titles from which the jury will choose only one. The second song will come at their proposal. Expect the unexpected.</i>			

**Day 4**  
**Wednesday, 15.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

07:45

Wake up call

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08:30

Breakfast

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10:00

**Lecture 4:**  
**Laura Mănescu**, Technical Executive at Ingenium Software Solutions  
*„How can technology foster cultural heritage?“*

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13:30

Lunch & Rest

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You will have to be **in front of the Student Dorm**. Wear the *BSU T-SHIRT* or your traditional garment.  
15:00 *Bring all the products and materials for your presentation to your team leader. We will head toward Grădina Valorilor, a space intended to promote authentic Romanian values.*

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16:00

**Global Village - Grădina Valorilor, Tineretului Park**  
**Dinner** will be served during this event.  
*Keep in mind that this event will be televised*

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**Day 5**  
**Thursday, 16.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

07:45

Wake up call

08:30

Breakfast

10:00

**Lecture 5:**

**Dr. Mircea Toma**, President ActiveWatch

*„<<Silence is Gold>> - Case study on communication about Roșia Montană”*

13:30

Lunch & Rest

15:00

**Lecture 6:**

**Lavinia Bejenariu**, Resident Physician at "Socola" Psychiatric Hospital of Iași

*„Workshop on Calligraphy”*

18:30

Dinner

20:30

Spare time

**Day 9**  
**Monday, 20.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

07:45

Wake up call

08:30

Breakfast

10:00

**Lecture 7:**

**Radu George Bârlă**, Historian, Founder and President of Renascendis Association  
*„Fragments and meanings – the experience of cultural heritage”*

13:30

Lunch & Rest

15:00

**Lecture 8:**

**Dr. Alina Chiciudean**, Financial Manager, ARCHÉ Association  
*„Valuation of Cultural Heritage”*

18:30

Dinner

19:30

Antipa Museum Visit (BSU T-SHIRT)

**Day 10**  
**Tuesday, 21.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

07:15 Wake up call

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08:00 You will have to be **in front of the Student Dorm**  
*A formal outfit is required.*

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08:10 Breakfast

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09:45 **Lectures 9, 10, 11** will take place at **The National Bank of Romania**, an institution with a rich tradition, built up over a century of institutional history. *It was set up in 1880 as the 16th national bank in terms of date of establishment, out of almost 200 central banks in the world.*

In this interval, **lunch** and **dinner** are included.

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21:00 Spare time

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**Day 11**  
**Wednesday, 22.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

07:45

Wake up call

08:30

Breakfast

10:00

**Lecture 12:**  
**Doru Panaitescu**, Digital marketing pioneer and Outdoor Trainer at Wild Escapes  
*„Capturing Frames of Biodiversity”*

13:30

Lunch & Rest

15:00

**Lecture 13:**  
**Vlad Cioflec**, Biologist, Parcul Natural Văcărești  
*„Nature at your door”*

18:30

Dinner

20:00

**Treasure Hunt**  
Clues in key locations will help you discover representative points in Bucharest.



**Day 12**  
**Thursday, 23.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

07:45

Wake up call

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08:20

Breakfast (BSU T-SHIRT)

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10:00

**The Palace of Parliament Study Visit**  
*Take your valid passport / ID in order to pass the security. The driving licences are not accepted.*

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13:30

Lunch & Rest  
Studying Time

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Evening

**Bucharest City Tour**

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21:00

Dinner

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**Day 13**  
**Friday, 24.08.2018**

Moxa Dormitories

Moxa Restaurant

University Building

Special Places

07:45

Wake up call

08:30

Breakfast

10:00

**Lecture 14:**

**Dr. Diana Dugulan**, Trainer at Center for Nonviolent Communication  
*„Fostering the community spirit through Nonviolent Communication“*

13:30

Lunch & Rest

15:00

**Lecture 15:**

**Adrian Dugulan**, Business Development Leader, Enel Green Power  
*„Fostering the community spirit through Nonviolent Communication“*

18:30

Dinner

19:30

Make the last adjustments for the presentation requested for the final evaluation.  
*You must submit your PowerPoint presentation **until Saturday at 8:00** to your team leader via e-mail.*

**Day 14**  
**Saturday, 25.08.2018**

	Moxa Dormitories	Moxa Restaurant	University Building	Special Places
07:00	Wake up call			
07:30	You will have to be <b>in front of the Student Dorm</b> <i>Wear the BSU T-SHIRT</i>			
08:50	<b>Bicycle Tour</b>			
10:00	<b>Lunch &amp; Rest</b>			
12:00	Final Evaluation			
18:00	<b>The Closing Ceremony</b> <i>Wear a formal outfit</i>			
21:00	Dinner			
22:30	<b>Theme Party</b>			

## Things to know

The hours in this schedule follow the Romanian time: UTC/GMT +3 (Summer Hour)

112 - Emergency Number

Currency: In Romania we use LEI (RON). You can easily exchange EUR, USD and CHF into RON at every bank or bureau de change.

For more information & updates, please check the intranet:

**[http://bsu.ase.ro/?page\\_id=7646](http://bsu.ase.ro/?page_id=7646)**

Password: bsu2018part