

NEWSLETTER ASEM

nr.13 2021



MODERNIZATION OF THE BUSINESS AND ADMINISTRATION MASTER'S PROGRAM

The purpose of the project RESTART (Reinforce entrepreneurial and digital skills of students and teachers to enhance the modernization of higher education in MOLDOVA) is in bringing valuable contributions to the development of actual society by modernization of curriculum in five universities from Moldova country, at the Master level, in the subject of Business & Administration.

Third year of the project

The third year of the ReSTART project was marked by the COVID 19 pandemic, which imposed essential changes in the project. Thanks to the effort of the ReSTART team, the continuation of the modernization of the master's program in Business Administration within ASEM was successfully completed. In this context, we can highlight:

- Accreditation for a period of 5 years of the master's degree program Business Administration ASEM;
- Elaboration and placement of all university courses within the Business Administration master program on the MOODLE platform;
- Integration of new training methods, imposed by the transition to the online study system;
- Organizing two interuniversity business plan competitions;
- Holding several lessons with the participation of professors from partner universities, who familiarized students with the most current topics of entrepreneurship education;
- Organizing a career orientation session for master students;
- Purchases of business books, economic games, equipment, etc.
- Dissemination of information on the actions carried out within the ReSTART project.

PROJECT DURATIONS:

15.10.2017/
14.10.2021

KEY INDICATORS

384 master students in Business & Administration from Moldova country with:

- Improved motivation to learn entrepreneurship
- Increased digital and entrepreneurial skills
- Better prepared to do business plans for local business sector

5 modernized master curricula in Business & Administration, in Republic of Moldova:

- Increased institutional capacity to implement modern approaches in Business
- 30 updated master courses with new pedagogical approaches on ICT-based practices and improved relevance for the local business needs

96 representatives from local market with:

- Better understanding of relevant entrepreneurship and digital leaning needs
- Improved awareness about the potential of entrepreneurship education for better local business capacity
- Reinforced capacity to generate further improvements in education and labor sectors.

COURSES UPDATED WITHIN THE PROJECT

Within the ReSTART project, 6 university courses have been modernized:

- Organizational behavior;
- Project management;
- Quality management systems;
- Self-development;
- Change management;
- Business models and business plan.

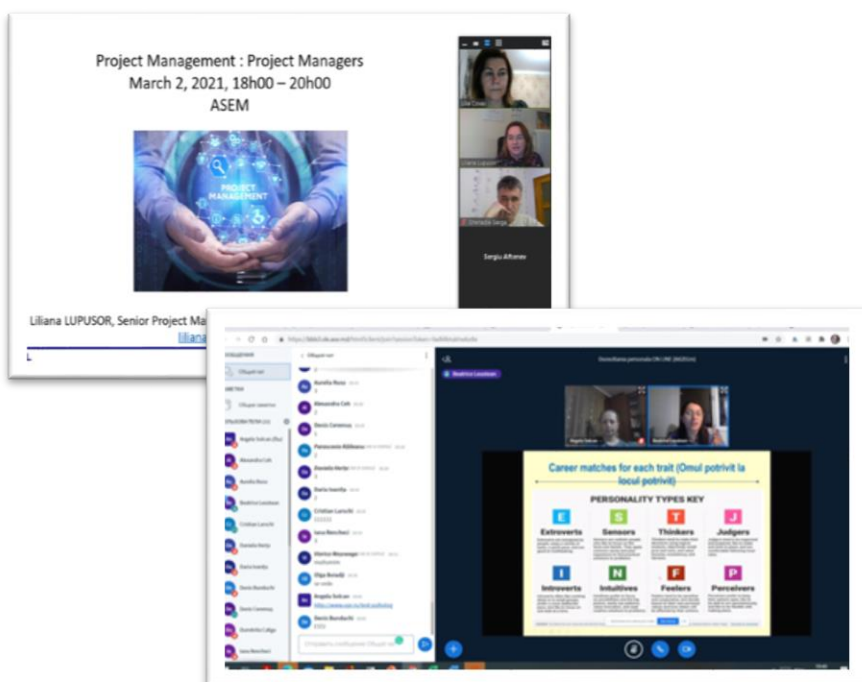
Courses, which can be taught in English:

- Organizational behavior;
- Quality management systems;
- Self-development.



BUSINESS PLAN COMPETITION

Modernization of entrepreneurship education is possible only through submission of efforts to develop the students' ability to think and act in an entrepreneurial manner. For these reasons, two business plan competitions were organized within the ReSTART project, the third and fourth edition. The ASEM team, organized the competitions on December 10-11, 2020 and April 1-2, 2021, online. Master students attended the events from five universities in the Republic of Moldova: ASEM, USM, UASM, USARB and USCH. The students were able to convincingly prove that they possess the spirit of initiative, critical thinking, as well as the ability to present ideas in English.

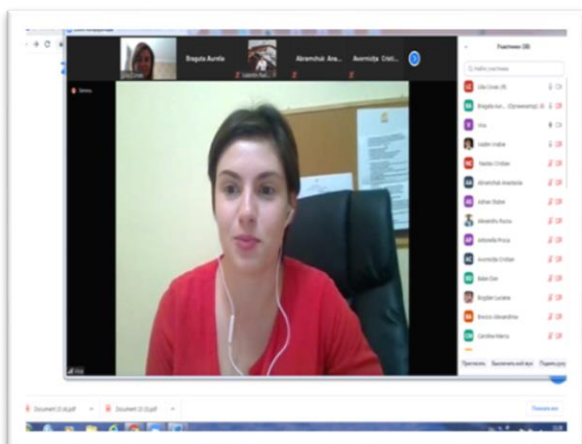


ONLINE LESSONS TAUGHT BY PROFESSORS FROM EU UNIVERSITIES

During the lessons organized by professors of the “Management and Entrepreneurship” department at the Master level, March 2021, joint online teaching sessions were organized with professors and specialists from European universities and organizations, such as UPB (Romania), AUF (Romania), URAK (Bulgaria) and TUKE (Slovakia). The activities were carried out within the ReSTART project. Thus, the master students from the Business Administration and European Project Management programs had the opportunity to participate in 13 lessons, on various current and important topics focused on entrepreneurship education. The events were highly appreciated by the master students, who noted the level of lessons and the interactive teaching methods.

PARTNERS

- UNIVERSITATEA POLITEHNICA BUCUREȘTI, Romania
Coordonator proiect
www.upb.ro
- Universitatea RUSE “ANGEL KANCHEV”, Bulgaria
www.uni-ruse.bg/en
- UNIVERSITATEA TEHNICĂ KOSICE, Slovak Republic
www.tuke.sk/wps/portal/tuke
- UNIVERSITATEA DE STAT “ALECU RUSSO” BĂLȚI
www.usarb.md/en/
- UNIVERSITATEA DE STAT DIN MOLDOVA
www.usm.md
- ACADEMIA DE STUDII ECONOMICE DIN MOLDOVA
www.ase.md/en/
- UNIVERSITATEA AGRARĂ DE STAT DIN MOLDOVA
www.uasm.md/en
- UNIVERSITATEA DE STAT “BOGDAN PETRICEICU HASDEU” CAHUL
www.usch.md
- AGENȚIA UNIVERSITĂȚILOR FRANCOFONE – Oficiul Europa Centrală și de Est, Romania
www.auf.org

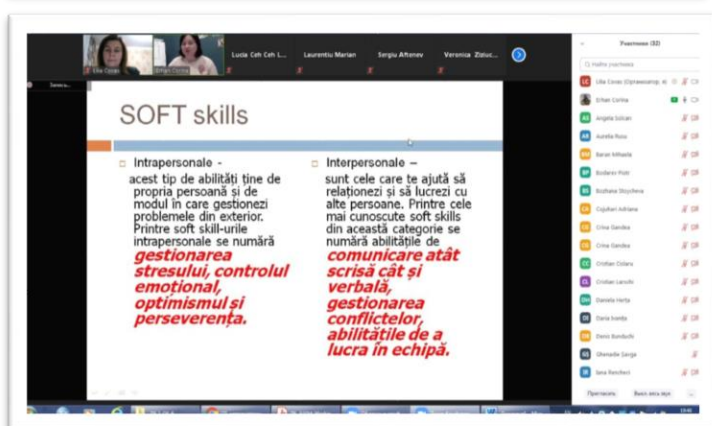
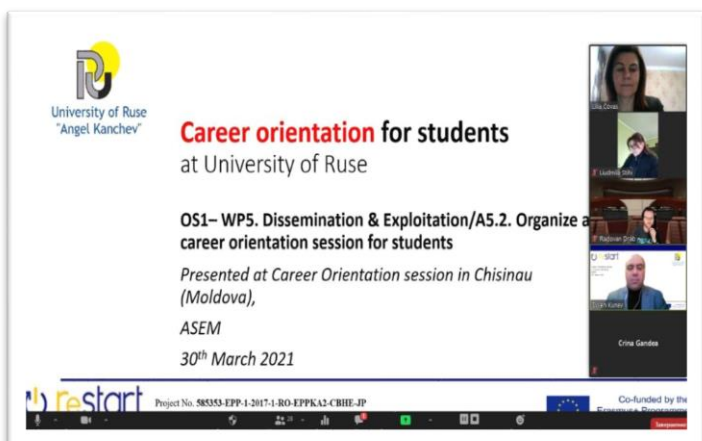


FOCUS GRUP SEMINAR

During the discussion, focused on modernizing entrepreneurship education in ASEM, organized on October 21, 2020, Braguță Aurelia, president of the National Association of Young Managers, which is one of the most active stakeholders of the ReSTART project, presented her positions on this topic. The event was attended by Victoria Mazilu, the manager of the Zugro Company, who spoke about the specifics of the company's operation in the conditions of the pandemic imposed by COVID 19.

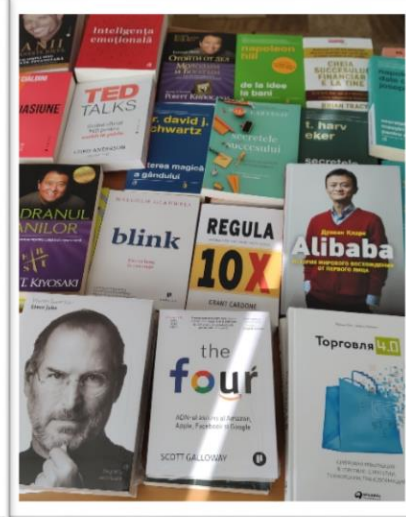
CAREER ORIENTATION SESSION

The purpose of the career orientation session is to support students enrolled in courses in the Master's program in Business Administration, ASEM in their transition to professional life. The event was organized on March 30, 2021, in online format, within the ReSTART project. The session brought together with the representatives of the business environment, students, and professors from ASEM and European universities, members of the ReSTART project. Svilen Kunev (URAK) and Radovan Drab (TUKE) described the experience of EU higher education institutions in vocational guidance for students. Ms. Visan Claudia (AUF) informed the master students about the projects carried out by the agency in this field. A special interest was provoked by the speech of the psychologists from the Republic of Moldova: Erhan Corina and Liliana Cicala, who guided the students in order to know the peculiarities of professional orientation, ways to cope with the skills and abilities required by the current business environment.



NEW ACQUISITIONS

Thanks to the Erasmus + Project ReStart the Management and Entrepreneurship Department benefited from acquisitions of new business books, economic games, equipment, blackboards, etc.



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