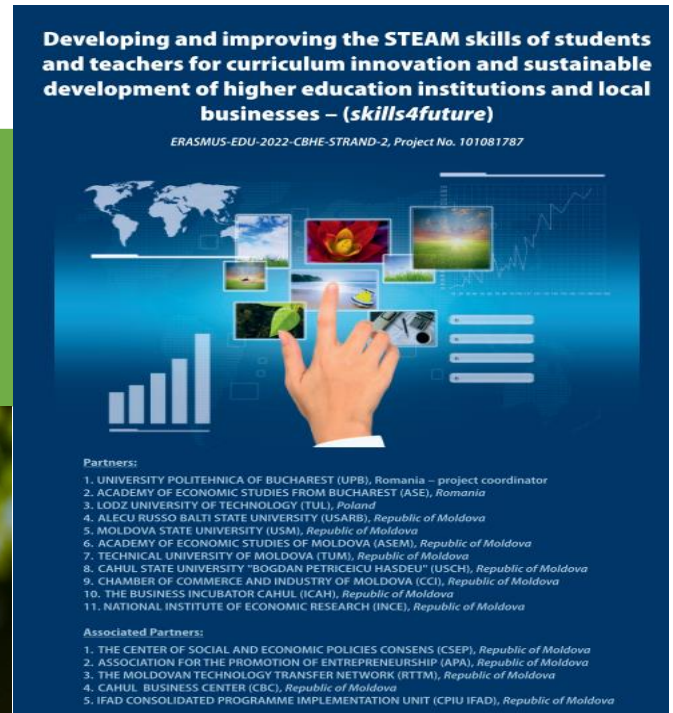




## NEWSLETTER ASEM

2/ 2025



**Skills4future – “Developing and improving the STEAM skills of students and teachers for curriculum innovation and sustainable development of higher education institutions and local businesses“**

### SECOND YEAR OF THE PROJECT

The second year of implementation of the Skills4future project was full of various activities, meant to modernize the bachelor curricula in Business Administration, ASEM:

#### PROJECT DURATIONS:

01.01.2023/  
31.12.2025

- Developing new content for university courses on the MOODLE platform;
- Implementing new teaching methods;
- Organizing two Multiplier Events;
- Organizing a student information session on the best practices of the European Union in the field of modernizing entrepreneurial education;
- Organizing a Follow-up Workshop dedicated to the improvement of internships and the development of STEAM skills for the students;
- Consulting students in the preparation of bachelor's theses with the inclusion of STEAM topics and a preventive presentation of the research carried out by the students in the framework of the elaboration of the bachelor's theses;
- Preparing for the interuniversity competition of business plans LEAN Canvas;
- Participating in training courses for teachers in Bucharest, Romania;
- Dissemination of information about the actions carried out within the Skills4future project, etc.

## PROJECT SPECIFIC OBJECTIVES

O1. Improvement of existing bachelor curricula in B&A and introducing innovative STEAM skills elements enabling sustainable development and involvement of business in teaching and research, by active engagement of local students, teachers and stakeholders from business, labour market, education & research and civil society.

O2. Strengthen the innovation potential of HEIs from MD by institutionalization of Innovative STEAM curriculum in Business & Administration, enabling involvement of business in teaching and research, innovate internships within local enterprises, sustainable development, and enhancing the social impact of intervention.

O3. Build up the institutional capacity of HEIs from MD, and transfer of knowledge for innovation and sustainable development enabling institutional reforms, networking in research and academia, and modernization of university governance systems. 5 newly established Centres on STEAM Skills & Innovation, modernized and operational in the network of research, scientific and technological knowledge transfer in the Northern, Central and Southern parts of Moldova (1 new centre/each MD HEIs).

O4. Engagement in promoting curriculum innovation and STEAM skills education by fuelling local business, labour market, research, and community with entrepreneurial knowledge and practices to drive innovation and sustainable development of local businesses and organization.

## STEAM Innovation Center

The STEAM Innovation Center was created within the Skills4future project in ASEM. The mission of the STEAM Innovation Center is to strengthen institutional capacity through the development of STEAM (Science, Technology, Engineering, Arts, Mathematics) skills and the transfer of entrepreneurial knowledge and practices to stimulate innovation and sustainable development.



## TRAINING COURSES FOR TEACHERS

Between October 7 and 11, 2024, members of the Management and Entrepreneurship Department of the ASEM Faculty of Business and Administration, together with a group of professors from 4 partner Universities from the Republic of Moldova, participated in the training course "Education for Sustainability and Innovation in HEI systems" at the Academy of Economic Studies in Bucharest (Romania).

During this session, the participants learned and collaborated closely with experts from the National University of Science and Technology POLITEHNICA Bucharest and Academy of Economic Studies, Bucharest, as well as international experts from Poland and France.

The teachers made study visits to several economic units, such as: Hewlett Packard Enterprise, National Bank of Romania, etc. in which the companies' employees enthusiastically shared how they develop innovative services and products, maintaining a strong commitment to protecting the environment and caring for all stakeholders.



## Skills4future Multiplier Events

### 1st MULTIPLIER EVENT

On November 22, 2024, a Multiplier Event was held to launch the university textbook *Fundamentals of Management*, developed by the teaching staff of the Department of Management and Entrepreneurship at ASEM. This volume marks an important step in preparing students and all those interested in the challenges of modern management and will significantly contribute to the development of STEAM skills in future managers.

The event was attended by students, ASEM professors, as well as representatives from partner universities and the business sector. During the opening, the Rector of ASEM, Alexandru Stratan, Ph.D., Professor, and the Rector of the Commercial Cooperative University of Moldova, Larisa Șavga, Ph.D., Professor, highlighted the significance of the textbook in the education of future business professionals. We thank our business partners, including maib, Efes Moldova and Protect, for their contribution to the publication of *Fundamentals of Management*.



### 2nd MULTIPLIER EVENT



On 14.11.2024, the second Multiplier Event was organized, which was dedicated to World Quality Day. The event was organized by the Department of Management and Entrepreneurship and the Department of Commerce, Tourism and Public Catering within the Faculty of Business and Administration, bringing together quality experts, representatives of the academic environment, industry specialists and students.

During the conference, topical issues and challenges related to strengthening STEAM skills for ecological development, quality assurance in various economic sectors were addressed, discussing essential aspects of the transition from traditional compliance standards to sustainability-oriented strategies. Participants had the opportunity to attend presentations and debates on topics such as quality control processes in logistics, the role of sustainable development.

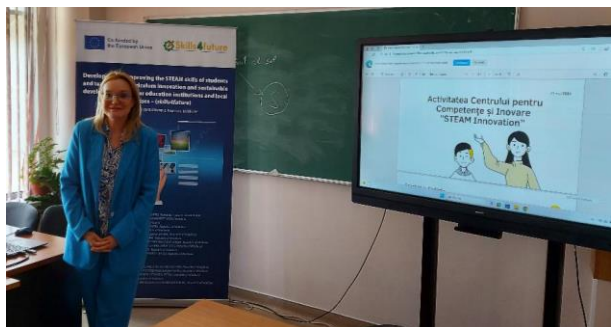
### ROUND TABLE FOR PRELIMINARY DEFENDING OF STUDENTS' LICENSE THESES

On 26.04.2024, the Department of Management and Entrepreneurship, FBAA, ASEM, organized a preventive presentation of the research carried out by the students of the third year in the framework of the elaboration of the bachelor's theses.

The students' analyses were focused on several fields: economic, social and environmental, standing out for their complexity and seriousness. They managed to convince the participants of the event about the importance of the topics addressed, demonstrated an advanced level in the elaboration of bachelor's theses and developed skills in presenting scientific papers.



## 2nd FOLLOW-UP WORKSHOP



On May 21, 2024, a second Follow-up Workshop was held to enhance internships and develop STEAM skills for students in the Business and Administration bachelor's program. The main focus of the workshop was on optimizing internship organization and identifying key skills necessary for offering a meaningful formative experience. As outlined in the new curriculum, BA students will complete three internships during their studies. There is a need to rethink the internship program to ensure it supports the development of skills in demand by today's business environment.

The event was attended by third-year BA students, teaching staff, and business representatives. In her opening speech, the department head, Associate Professor Dr. Angela Solcan, emphasized the importance of developing STEAM skills for the students' future success in their careers.

## 2nd OUTREACH SESSIONS

On May 27, 2024, the Center for Competences and Innovation "STEAM Innovation" held the 2nd information session about the Erasmus+ project "Skills4future." The head of the department, Angela Solcan, introduced the new headquarters of the Center, located in room 701 of block A, equipped through the Skills4future project. The Center's director, Irina Doroгаia, shared insights about the project's goals and activities during its first year. Special guest Mr. Platon Nicolae, director of the Tourism Information and Promotion Center (CIPT), discussed the importance of collaboration between the business and academic sectors.



## COURSES UPDATED WITHIN THE PROJECT



Within the skills4future project, 5 university courses are being modernized:

- *Entrepreneurship*
- *Business Culture;*
- *Business Risk Management;*
- *Innovation Management;*
- *Production and Operations Management.*

Also, practical learning schemes are upgraded to:

- *Specialty 1 Internship;*
- *Specialty 2 Internship;*
- *License Internship.*

### CONTACTS

UNIVERSITY POLITEHNICA OF  
BUCHAREST, Romania – project  
coordinator,  
Splaiul Independenței 313, district 6,  
Bucharest, [www.upb.ro](http://www.upb.ro)  
Elena FLEACĂ, Project manager;  
[elena.fleaca@upb.ro](mailto:elena.fleaca@upb.ro)

Number responsible:  
ACADEMY OF ECONOMIC STUDIES OF  
MOLDOVA, Republic of Moldova, 61  
Banulescu Bodoni str., MD-2005, Chișinău  
<http://www.ase.md/en/>  
Lilia COVAS, institutional project manager  
[covas.lilia@ase.md](mailto:covas.lilia@ase.md)