



## NEWSLETTER ASEM / nr. 3 2018

<http://www.restart-eu.upb.ro>

### Project durations:

15.10.2017/  
14.10.2020

### MODERNIZATION OF THE MASTER PROGRAM BUSINESS & ADMINISTRATION

**RESTART** (Reinforce entrepreneurial and digital skills of students and teachers to enhance the modernization of higher education in MOLDOVA)

The purpose of the project is bringing valuable contributions to the development of the current society by modernization of curriculum in five universities from Moldova, at the Master level, in the subject of Business & Administration.

**ReSTART** will develop curricula based on internationalization, strategic partnerships and innovative cooperation through digital learning. The goal is to mainstream and upgrade entrepreneurship and digital learning needs of students, teachers and local businesses from a wide geographical coverage of northern, central and southern parts of Moldova.

To achieve this goal, are assumed the objectives:

- Assessing entrepreneurship and digital learning needs of students, teachers and local businesses from education, business, research and civil society.
- Modernizing entrepreneurship education in five Moldova universities in line with European Union best practices, by capturing local market expectations and capitalizing ICT-method, blended teaching and learning activities.
- Expending the potential of innovative and updated education by introducing the entrepreneurship curriculum in the partnered universities from all the regions of Moldova.

## 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.



2018  
 MOLDOVA

## RESTART TRIANGLE

During 25-27 April, the working session of the **ReSTART** team went successfully in the International Forum **TRIANGLE 2018**. The forum took place at the Academy of Economic Studies of Moldova (ASEM), in Chisinau.

The 4th Annual International Forum “TRIANGLE”, organized by the Academy of Economic Studies of Moldova (ASEM) in 2018, was realized under the theme “FOSTERING KNOWLEDGE TRIANGLE IN MOLDOVA” and was aimed at fostering international cooperation among Higher Education Institutions from Moldova and European Universities as well as supporting and strengthening the role of universities in linking education, research and innovation in a knowledge triangle in Moldova.

Subsequently, at ReSTART sessions, every local partner presented the results of their studies aimed at appreciating the satisfaction level related to entrepreneurship and digital skills of the universities` target group: teachers, students and organizations.

<http://www.triangle.md/>





## INFORMATION SESSION

Within the ASEM, two information sessions took place, the purpose of which was to disseminate information about the project ReSTART.

During the session the students were informed about the opportunities offered by the project in order to implement the modern teaching-learning methods within the master's program "Business Administration", as well as on the specificity of Erasmus + projects.

Successful practices in the field of entrepreneurship education were characterized, especially the experience of KTH University, Stockholm, Sweden and AAU, Alborg in Denmark. Masters and teachers were interested in the topic discussed, involving comments and concrete suggestions on how to modernize entrepreneurial education.

The brief analysis of the results of the evaluation forms indicates that the participants in the event were satisfied with the way the information session was organized. Most students consider that the goals were achieved, highlighting that such events are effective ways of informing about the activities taking place in the University.

## PARTNERS

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- **MOLDOVA STATE UNIVERSITY**  
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- **ACADEMY OF ECONOMIC STUDIES OF MOLDOVA**  
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- **THE AGENCE UNIVERSITAIRE DE LA FRANCOPHONIE – Central and Eastern Europe Office, Romania**  
[www.auf.org](http://www.auf.org)

## SATISFACTION SURVEY ON TARGET GROUPS

The survey on entrepreneurial education in the university through stakeholder involvement was performed in the ASEM during the period of 13 March – 21 April 2018.

In order to appreciate the entrepreneurial/innovative potential at ASEM and identify the weaknesses was applied the online self-assessment tool for higher educational institutions HEInnovate, developed by the European Commission and OECD.

The survey was taken by 19 teachers. Out of these, 81 % are Management teachers and the rest of them from other departments of ASEM.

The survey was taken by 101 students from the Business Administration programme. In the survey of the indirect stakeholders were included 31 employers: 20 business partners, 5 public institutions, 3 professional association and 3 civil society organizations.

Given the analysis of the survey results, we can state that the university pays attention to entrepreneurial education, applying various mechanisms to support the students, including offering them the experience of starting a business in the university incubators.

## TRAINING PROGRAM FOR ACADEMIC STAFF

Between 22-25 October 2018, six teachers from the Management department participated in the training program "Transforming teachers mind-sets through digital and entrepreneurial skills development".

The program is addressed to the teachers involved in the modernization of the university program at Cycle II. Master in "Business & Administration" at the universities of the Republic of Moldova, partnered within the project. Through six modules of the course containing both theoretical and practical aspects, teachers are trained in the field of modern teaching-learning methods, new pedagogical and methodological approaches using ICT tools.



## VISIT OF TEACHERS FROM PARTNER UNIVERSITIES

On 6-7 November 2018, master's students from the Business Administration and European Projects Management study program had the opportunity to participate in two lessons supported by teachers from two European universities.

Professor Gheorghe MILITARU, Polytechnic University of Bucharest, had the theme - Leadership, and Professor Peter DŽUPKA, Technical University of Košice, Slovakia - Strategic management tool.

The lessons included both the theoretical aspects of leadership and strategic management, as well as practical ones: case studies and discussions.

The event was highly appreciated by the Masters, who mentioned the usefulness of organizing such meetings.



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