

„Business and Administration” at AESM

Academy of Economic Studies of Moldova

Work Package 4

Prepared by: Cotelnic Ala, team leader
Solcan Angela, leader of the study programme Business and Administration
Gaugaș Tatiana, member of the work team
Țîmbaliuc Natalia, member of the work team

Evaluated by: John Reilly (external expert), University of Kent, United Kingdom
Colin Simpson, University of Gloucestershire, United Kingdom
Olav Jull Sørensen, Aalborg University, Denmark

"This project has been funded with support from the European Commission. The European Commission funding support for this project does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein"

Chisinau, 2018

Table of contents

| | | |
|-------|---|----|
| 1. | Introduction | 3 |
| 1.1 | Key assumptions..... | 3 |
| 1.2 | Expected outcomes | 4 |
| 2. | Our vision on the bachelor's degree programme based on PBL - Business and Administration .. | 6 |
| 2.1 | Overview | 6 |
| 2.2 | Generic learning objectives and outcomes | 9 |
| 2.3 | Semesters..... | 10 |
| 2.3.1 | <i>Semester 1</i> | 10 |
| 2.3.2 | <i>Semester 2</i> | 13 |
| 2.3.3 | <i>Semester 3</i> | 15 |
| 2.3.4 | <i>Semester 4</i> | 16 |
| 2.3.5 | <i>Semester 5</i> | 17 |
| 2.3.6 | <i>Semester 6</i> | 19 |
| 3. | Concluding remarks..... | 22 |
| | REFERENCES | 23 |

List of figures

| | |
|---|---|
| Figure 1: PBL Model at AAU: An example..... | 3 |
| Figure 2: An example of 50:50 time sharing between project work and face-to-face activities | 4 |
| Figure 3: Socially committed university | 5 |

List of annexes

| | |
|---|----|
| Annex 1: Our vision on the bachelor's degree programme Business and Administration | 21 |
| Annex 2: Bachelor's degree programme Business and Administration ro..... | 26 |
| Annex 3: Bachelor's degree programme Business and Administration English Translation..... | 36 |
| Annex 4: The advertising flyer of the study programme 2017..... | 47 |
| Annex 5: Poster of the Business and Administration study programme | 48 |
| Annex 6: AESM's grading system..... | 49 |

1 INTRODUCTION

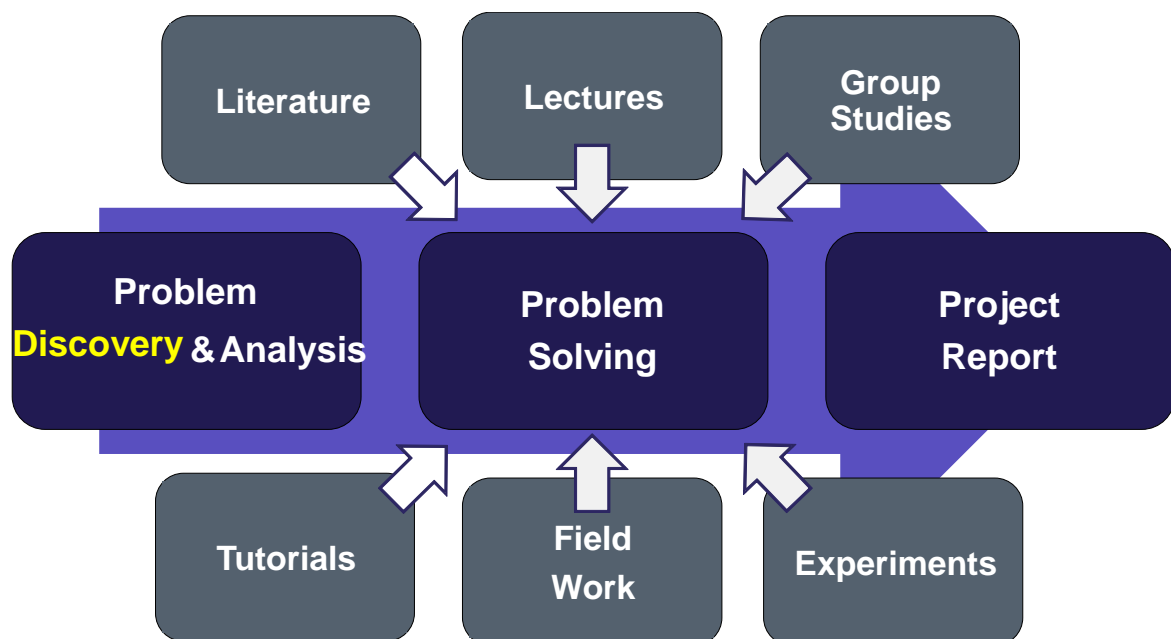
The purpose of this Work Package – WP4 - is to develop a sustainability strategy for the implementation of problem-based learning - PBL, active teaching and learning, centered on the student at the Academy of Economic Studies of Moldova. Specifically, this report will propose an innovative bachelor's degree programme based on PBL - Business and Administration, active teaching and learning, centered on the student at study programme and in the university [Annex 2].

In this report, we rely on the material accumulated during Work Package 2 (WP2) and Work Package 3 (WP3) that we developed between 2015-2017. We also rely on the experience we have gained during our study visits and staff mobility at partner universities in the European Union, as well as during the PBL training sessions offered by EU project partners in Chisinau.

1.1 Key assumptions

There is no PBL model suitable for all purposes. However, PBL-based models are mainly based on two key assumptions. The first assumption is that work on the project is in the *centre*, at the basis, consisting of discovery and problem analysis, problem solving and project report (Figure 1). The second assumption assumes that other teaching and learning (face-to-face) activities such as literature, lectures, group studies and tutorials are designed to *support* work on the project. These two assumptions will also be at the base of our PBL, the bachelor's degree study programme Business and Administration based on PBL, student-centered active teaching and learning.

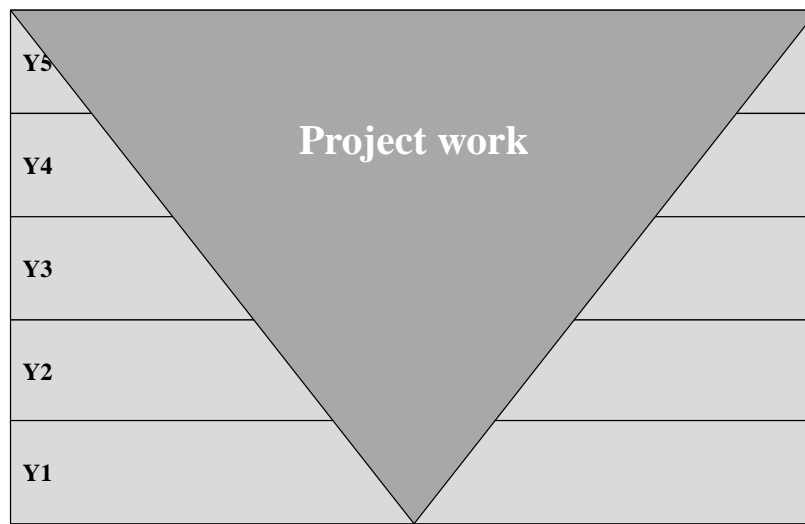
Figure 1: PBL Model at AAU: An example



Source: AAU, 2017 (the word 'Discovery' is introduced by Romeo V. Turcan)

Another assumption relates to the relationship between work on the project and face-to-face activities. In the context of this report, wholly based on PBL, this means a study programme in which there is a 50:50 sharing between student work on the project and face-to-face activities (such as lectures, seminars, workshops, laboratories and experiments). An example of progression is presented in Figure 2. Of course, there are many ways to distribute the relationship between work on the project and face-to-face activities during the semesters; the main purpose is to achieve an approximate 50:50 time sharing for the duration of the study programme.

Figure 2: An example of 50:50 time sharing between project work and face-to-face activities



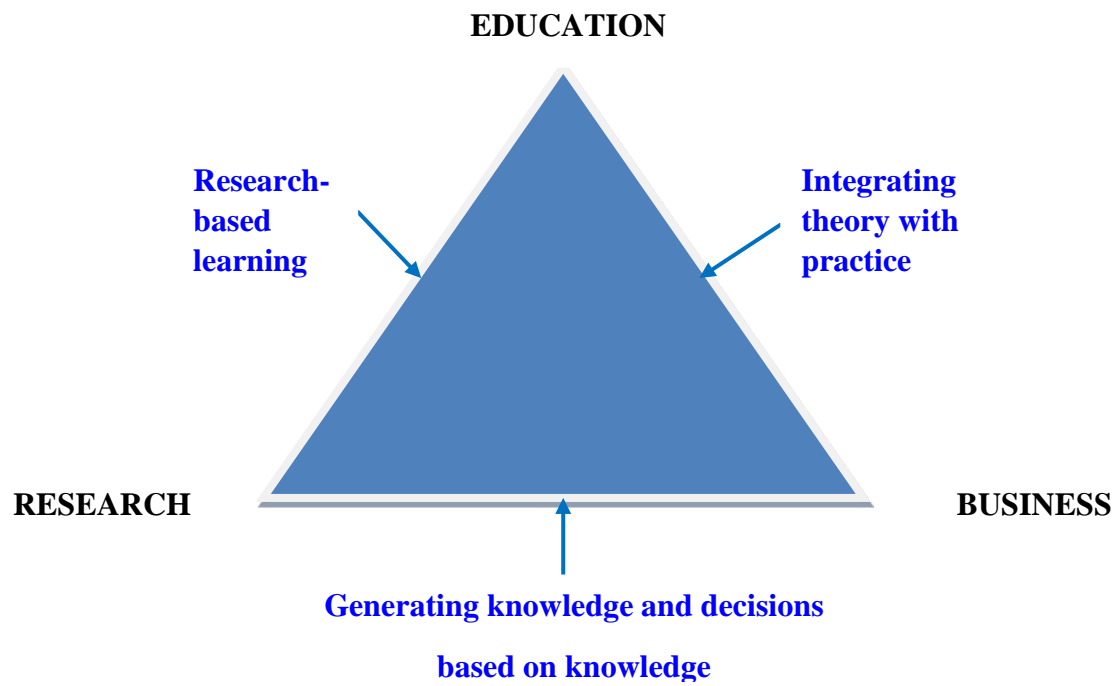
Source: Louise Faber, PBLMD 2016

1.2 Expected outcomes

A series of results are foreseen as a result of the successful implementation of the Business and Administration bachelor's degree programme, based on PBL, active, student-centered learning [Annex 1]. It is expected that by 2020, this study programme will become internationally recognized, which will attract European and international students as full-time or exchange students. It is also expected that by 2020 at least five bachelor's degree programmes at our university will be redesigned based on PBL, with methodologies and active teaching methods centered on the student, and that potential students will be enrolled in these programmes from 1 September 2020. It is also envisaged to better adapt students' knowledge, skills and abilities to the needs of the labor market.

Successful implementation of the study programme as well as the effects of its spreading across the university will contribute to the further development and consolidation of the integration of education, research and business environment / policy makers (Figure 3). Academic staff will excel in engaging in research-based teaching, our students will learn and be able to apply theories in practice in the private or public sector, and our researchers will work with private and public organizations to create and transfer new knowledge.

Figure 3. Socially committed university



Source: Olav J. Sorensen, 2015

2 OUR VISION ON THE BACHELOR'S DEGREE PROGRAMME BASED ON PBL – BUSINESS AND ADMINISTRATION

2.1 OVERVIEW

Speaking historically, most of the Moldovan universities have focused over a rather long period, mainly on teaching and learning. In universities, the classical system of focusing on teacher activities prevails, which we consider surpassed, at least from the fact that it was designed to integrate graduates into a stable and inflexible labor market to the changing society, especially in relation to international influences. However, considering the speed at which changes are being made today, the flexibility of the labor market, it is clear that a student-centered education offers more benefits to society, offers the possibility of training specialists who would have the skills that employers require. *The change from teacher-centered education to student-centered education involves a cultural transformation, and thus behavioral and attitude changes, both on the part of the students and the teachers as well as the institution in general. Failure to involve one of these factors makes it impossible to achieve this method.*

Following the study of student-centered teaching methods in several universities in the European Union, we aim to introduce these methods into the Business and Administration study programme at AESM. We will focus on the gradual implementation of problem-based education (PBL) within this pilot programme [Annex 1].

The aim of the programme [Annex 2] is to train multi-skilled professionals, potential managers and entrepreneurs to help create a new status for the businessman, in general, and the entrepreneur in particular as the main actors in the competitive economic system. The theoretical and applied skills offered by the programme will facilitate the integration of future graduates into the labor market.

The programme is developed in accordance with the **National Qualifications Framework (NQF)** for the Business and Administration specialty ¹. The NQF is a tool that establishes the structure of qualifications and ensures national recognition as well as the international compatibility and comparability of qualifications acquired within the higher education system. Through it, all the learning outcomes gained in the higher education system can be recognized, measured and related. The National Qualifications Framework respects the traditions and experience of Moldovan higher education and is compatible with the General Framework of Qualifications in the European Higher Education Area.

The training of highly qualified specialists in Business and Administration lasts for 6 semesters or 3 years of study. In each semester, students have the opportunity to accumulate 30 study credits

¹ Cadrul Național al Calificărilor: Învățământul superior: ciclul I, studii superioare de Licență; ciclul II, studii superioare de Masterat; Doctorat: Domeniul general de studiu 36. Științe economice: Domeniul de formare profesională 812 Turism / Min. Educației al Rep. Moldova. - Ch.:S. n., 2013 (Tipogr. "Bons Offices"). p. 67 - 91 http://edu.gov.md/sites/default/files/cnc_36_812-stiinte_economice.pdf

so at the end of the period they can earn 180 ECTS. In each semester, students will have both theoretical and practical courses in which they will work in teams or individually, developing different projects.

In order to successfully achieve this educational offer, an adequate, qualitative and productive student-centered educational environment will be created, characterized by the following characteristics:

- creating a genuine learning environment close to the business environment and relevant to the student's interests in achieving the objectives; acquisition of knowledge, skills training and personal and professional skills;
- combining theoretical aspects with the cultivation of skills related to the realities of business management activities;
- structuring educational approaches on the concept of "problem-based learning" and developing practical dexterity;
- ensuring conditions to facilitate access, progress in university careers and mobility of students and graduates in the European area

Teaching under the pilot study programme [Annex 1] will be based on the current consensus among scholars on learning and the cerebral cortex, according to which we do not learn if we passively receive and then remind us what we have taught. So the student will be actively involved in what is done during and outside the classroom:

- This type of learning requires a stage where students are asked to process the information they are offered. They will benefit from activities, concrete or potential situations, which require them to interpret information in a personal way and thereby create their own meanings. It is important, and the teacher will consider that that meaning is a personal and unique thing; it builds on learning and previous experience that differs from person to person. There is no unique way, suitable for all to learn; there are needed a lot of tasks and experiences to meet individual needs.
- Learning should include activities of processing the new learned subject, which must relate to what the student already knows. Tasks will be authentic, established in a significant context and related to the real life of economic agents, highlighting some real problems that either the teacher or the students present. Given that learning will involve errors, the tasks will be designed to give students the opportunity to self-evaluate, correct, discuss with colleagues, receive the teacher's response, and do other "compliance with reality" checks.
- Group work will be widely used, which asks students to discuss the subject / information learned so that with colleagues they can check each other and learn from each other.

Students' assessment will take various forms: written exam with open questions, multiple answer tests, oral examinations. In the PBL context, some exams will be in the form of a project, which consists of presenting the written report and individual oral examination. The advantage of this model is the combination of group work, problem solving, holistic approach (problem-theory-methodology), reflection, communication and abilities. We will also opt for the use of innovative assessment forms, eg: computer aided exam, video exam, peer evaluation through Moodle platform.

Some requirements for progression will also be made, which are reduced to:

- the linear learning model, which provides an analytical progression from macro to micro level, each learning module being based on modules previously studied;
- from the fundamental to the field, specialty elements;
- holistic progression - solving real business problems on the first day, increasing complexity of problems, circular learning model.

We hope for an easier employment of graduates from this programme, for the following reasons:

- Active learning methods will empower graduate students to engage actively in solving various tasks at the organization level, be more responsive to tasks, having a strong initiative spirit, critical thinking, creativity, willingness to find more original solutions, will be more cooperative, listening to the opinions of others and arguing their own opinion.
- PBL will provide graduates with a better knowledge of the real-life problems of domestic business, which will make it easier to integrate into the organization
- Teamwork, project development will be an important asset for graduates, enabling them to lead a group, coordinate communication, set up a trustworthy climate in the team, be able to make decisions, to mediate the conflicts that have arisen.
- The given model involves permanent self-evaluation, so that awareness of the need for lifelong learning increases.

The general learning outcomes of the programme (in strict accordance with the NQF for Business and Administration) are as follows:

Upon completion of the studies the student will be able:

1. to demonstrate functional knowledge in the following fields: economic theory - genesis, essence, methodology and method, economic laws; management - the evolution of management science, the content of the main processes and managerial functions; marketing - development and implementation of the company's marketing policy, markets - studying, functioning and development of the resource, goods and services markets; customers - factors of influence, purchasing and consumption processes, consumer patterns; law - knowledge of legislation on entrepreneurship and business, small business, consumer protection, advertising in the Republic of Moldova; finance - finance management, accounting and other financial systems; information systems - development and exploitation of information systems with impact on the achievement of managerial functions in the organization;
2. to set up and develop a business;
3. to know ways to identify business ideas and evaluate opportunities;
4. to possess methods for assessing and minimizing business risks;
5. to ensure that the activities are carried out in accordance with the legislation in force;
6. to adjust the organization's activity to the requirements of the environment;
7. to make optimal decisions under conditions of risk and uncertainty;
8. to develop the organizational structure of the organization;
9. to evaluate and improve the efficiency and effectiveness of the organization's activities;
10. to self-motivate and increase the efficiency of their own activity;
11. to form teams and develop collaboration;

12. to motivate and create productive work relations;
13. to apply quality management systems;
14. to communicate convincingly and effectively, including in an international language;
15. to use and manage the efficient use of available resources;
16. to organize the business and administration research process;
17. to solve problems in the field of business administration;
18. to develop and coordinate the implementation of projects;
19. to know the competence and involvement of managers at different hierarchical levels;
20. to apply the principles, values and norms of professional ethics.

2.2 GENERIC LEARNING OBJECTIVES AND OUTCOMES

The concern for continuously increasing the amount of knowledge acquired by students in different fields no longer corresponds to the current education. The amount of information is increasing at a very fast pace, and education in the pursuit of this growth is practically unrealistic. The emphasis is on the formative aspect, the student's learning how to master and use the information, using the skills and abilities that the faculty has developed. This shift of focus does not imply an ignorance of knowledge and the role they have, because even the formation and development of skills and capacities is achieved through them in the Learning Processes.

In the context of the above, we undertake the following objectives:

- **The objectives of the Business and Administration bachelor's degree programme** can be synthesized as follows:
 - ✓ Training of specialists in business management through undergraduate education;
 - ✓ Creating business skills by organizing courses at specialized disciplines such as Finance, Accounting, Marketing, Management, etc. ;
 - ✓ Using student-centered teaching methods, including problem-based learning;
 - ✓ Providing the opportunity to study business through a holistic approach in different contexts and from different perspectives;
 - ✓ Preparing students for the challenges of a 21st century management;
 - ✓ Promoting employment opportunities by involving students in looking for and finding answers to a variety of authentic business issues;
 - ✓ Preparing students for further masters studies or others.
- **Learning objectives:**
 - ✓ Knowledge of business management functions and how business and management integrate with each other;
 - ✓ Understanding complexity, changeover, ambiguity and other business challenges;
 - ✓ Knowledge of contemporary issues in business management, including sustainability, globalization, corporate social responsibility, diversity and governance.
 - ✓ Ability to work effectively both individually and in team with others.

2.3 SEMESTERS

2.3.1 Semester 1

The theme of the semester: ORGANIZATION - AS A KNOWLEDGE CREATION ENVIRONMENT

In the first semester students will be able to accumulate the general and humanistic component by listening to courses such as economic mathematics, economics, business language, communication art. We also think that these courses are important for students not only to comply with certain provisions of the Plan-Framework (which we can not ignore), but also from the point of view of the future specialized courses they will listen to or in order to solve certain problems when developing different projects.

Microeconomics is a fundamental course that allows students to have a good start in economic science.

Management of the organization is a specialized course that will allow the initiation in the chosen specialty through the knowledge gained during the course, but also the development of the skills to work in a team, to highlight certain problems in the science of business management and to seek, at an early stage, certain solutions. A project will be developed within this course.

Learning Objectives:

- Providing students with a specific framework for understanding the fundamentals of the contemporary market economy;
- Developing the skills needed to formulate and solve various behavioral problems of the consumer, the manufacturer, the assessment of production costs etc.;
- Explaining the manifestation of economic laws at microeconomic level;
- Awareness of the importance and role of mathematical methods in shaping economic and social activity;
- Knowing the methods of higher mathematics as thoroughly as possible in order to model and manage economic phenomena;
- Analyzing concrete situations and problems and choosing the most effective methods to solve them;
- Application of modern (IT) methodologies for processing and presenting information in all disciplines in the field of economy;
- Knowledge of economic evolution, content, concepts and theories;
- Establishment of merit, continuity links and theoretical-methodological relations between different schools, doctrines and trends of economic thinking;
- Developing communication skills in English;
- Acquiring the main concepts, principles and functions of management, the logic of the evolution of managerial science;
- Developing the skills to apply individual and group decision making methods and creative approaches to their realization;
- Developing communication skills (dialogue, debate, negotiation, conflict resolution);

- Accumulating a set of knowledge about the rules of communication and conduct, and developing the appropriate skills to achieve success in communication.

Learning outcomes:

1. *Knowledge* of the foundations of the contemporary economy, the theoretical basis of market balance and imbalance, different market structures.
2. *Designing* the behavior of individual economic agents, relationships that are formed between them in different markets.
3. *Managing information* to evaluate consumer optimal choice, cost assessment of production and efficient producer operation.
4. Applying economic models in studying processes and economic phenomena.
5. Interpretation of economic issues and ways of solving under the current systemic transformations of the economic and social environment.
6. Elaboration of the models, the schemes of obtaining the results by using the specifics of the specific applications (IT) in order to automate the processing and analysis of the data.
7. Applying classical software in assessing economic operations in order to obtain timely information to be proposed as support for decision-making.
8. Carrying out the comparative study of the theoretical positions and the methodological approaches of the main representatives of the universal economic thinking.
9. Understanding the key points in speaking in a clear standard foreign language on business-related topics and produce coherent texts in a wide range of topics related to the professional field.
10. Argumentation of his / her point of view regarding a problem (e.g. why he / she applied to a post), expressing the advantages and disadvantages of the various options.
11. *Knowing* the organization of the organization's activities; management and professional realization of people within organizations.
12. Ensuring that activities are carried out in accordance with established laws and regulations; adopting optimal decisions under conditions of certainty, uncertainty, risk; promoting organizational change; analysis of the organization's internal and external environment;
13. Competencies in the conduct of meetings; optimal application of different forms of communication - written, oral, nonoral.
14. Work techniques and skills needed to perform a project.

Year of study I, semester I

| | Module | ECTS | Assessment form |
|--------------|--|-------------|------------------------|
| 1. | Organization Management | 8 | E+P |
| 2. | Microeconomics | 5 | E |
| 3. | Economic mathematics | 5 | E |
| 4. | Economic Informatics | 4 | E |
| 5. | Foreign business language | 4 | E |
| 6. | Art of communication and professional ethics | 4 | E |
| TOTAL | | 30 | |

At the end of the semester, which lasts for 15 weeks, the examination session takes place. In order to be admitted to each exam in part, the student must prove that he / she is ready for this exam. This is done by:

- two tests (T1,T2) that take place during the semester. The student is admitted to the exam if he / she gets both grades (greater than or equal to 5) in both tests;
- obtaining the pass grade to the current achievement (Rc), i.e. the activism shown by the student at the discipline in question during the semester and the degree of preparation for each seminar is appreciated;
- getting the promotion grade on individual work (Li). Individual work is appreciated by the student's accomplishment of tasks that have been assigned by the teacher to each student.

In order to be admitted to the exam, the student must have promotion grades for each of the components listed above. The final grade (Nf) obtained by the student after the final exam (Ef) is determined, taking into account the following:

$$Nf = 0,15 \cdot T_1 + 0,15 \cdot T_2 + 0,2 \cdot Rc + 0,1 \cdot Li + 0,4 \cdot Ef \quad (1)$$

$$Nf = 0.15 \cdot T_1 + 0.15 \cdot T_2 + 0.2 \cdot Rc + 0.1 \cdot Li + 0.4 \cdot Ef \quad (1)$$

To be promoted in the second semester, the student must pass the examinations in the session. If the student has arrears in any discipline, he / she has the possibility to take the exam during two additional sessions: one week - at the end of the academic year and one with a two-week period at the beginning of the next academic year.

Each discipline according to the educational plan requires a certain amount of work by the student, depending on the number of ECTS allocated to the discipline in question. An ECTS is 30 working hours. Some of these hours are performed in the auditorium, face to face with the teacher, and the other, which is larger, represents the individual work of the student. The individual work of the student is monitored and evaluated by the teacher and involves the student's elaboration of papers, the study of certain specialized sources in addition to the programme, the elaboration of projects.

Assessment is an integral part of the course unit. Teaching and learning elements at AESM are planned using different types of assessment, the use of which is strictly in accordance with the AESM Regulation on Assessment of Student Learning Activity². According to this AESM Regulation, the following forms of assessment are used:

- *Formative or progress assessment.* It is carried out throughout the training, in small and successive steps; provides an efficient periodicity to the training process, is designed to identify the strengths and weaknesses of the training, determining a sufficiently objective analysis of the mechanisms and causes of failure or success of the students. Student formative assessment is ongoing throughout the course unit / module / academic year, through knowledge and skills tests, seminar papers, practical laboratory work, and project and application implementation specific to the specialization.
- *Cumulative or final evaluation.* It takes place at the end of a training period (semester, academic year, schooling cycle). The main purpose of the cumulative assessment is to

² http://ase.md/files/documente/regulamente/interne/3.1_evaluate_stud_1.pdf

highlight the effects, efficiency, and overall learning outcomes. This type of assessment highlights the level and quality of student training by reference to the outcomes set for professional training. Final assessment methods are provided in the educational plan and can be; exam; verification; project; portfolio; defence of the bachelor project / thesis / graduate paper, depending on the graduated study programme. Assessment procedures are described in the curriculum of the discipline.

The grading system is of two kinds:

1. with grades from 1 to 10. The final grade is two digits after the comma;
2. by ECTS grading.

The assessment and grading scale of students is presented in Annex 4.

In order to enhance the quality of the teaching and satisfaction of the requirements formulated by the beneficiaries, the Business and Administration study programme is monitored and evaluated periodically through the following activities:

- Questioning students:
 - Assessment of teaching quality
 - Assessing the degree of student satisfaction with the AESM conditions and services;
- Questioning employers;
- Questioning AESM graduates.

An important role in developing / improving the educational plan and the analytical programmes is given to employers and graduates who are invited as consultants in the process of their elaboration and improvement (the form of expertise), during the organization of production and bachelor internship (the form of the corresponding agreements), while passing the bachelor's examination (problem-formulation / topics for the bachelor theses) (the participatory form) etc.

Increasingly, the teaching-learning-assessment process within AESM is carried out by using ICT tools, in particular the e-Learning platform - MOODLE. This is highly appreciated by students as they can learn depending on their personal rhythm anywhere, anytime; all course materials are concentrated in one place; can self-assess themselves, and the Forum allows students to interact with the teacher and get informed from the first source, etc.

In the first semester the students will perform a project that is based on the knowledge of the organization and its internal environment through the processes that take place within it, by knowing, identifying and characterizing the variables of the internal environment but also by knowing the external environment, by knowing and identifying the factors of direct and indirect influence. Within this project, students will demonstrate that they possess the economic terminology, they know the main economic indicators, which characterize an organization and are able to carry out the respective calculations.

2.3.2 Semester 2

The theme of the semester: DEVELOPMENT OF THE SOCIETY AS AN AMOUNT OF MACROECONOMIC PROCESSES

Semester II contains course modules that enable students to advance in the knowledge of economic sciences (macroeconomics, economics of economic units), to gain experience in project development. The project in the second semester has a general character, does not refer directly to

the specialty, but it contributes to the development of critical thinking, analysis, synthesis, drawing conclusions skills based on the analyzed materials.

Year of study I, semester II

| | Module | ECTS | Assessment form |
|--------------|---|-----------|-----------------|
| 1. | Macroeconomics | 5 | E |
| 2. | Economics of Economic Units | 5 | E |
| 3. | Foreign business language | 5 | E |
| 4. | World economy and European integration | 5 | E |
| 5. | Economic, social and political development | 10 | E + P |
| TOTAL | | 30 | |

Learning objectives and outcomes

At the end of the semester, students shall be able:

- to explain the concepts of the categorical system of macroeconomics: aggregate demand, aggregate supply, labor market, money market, inflation, unemployment, macroeconomic indicators, growth, open economy;
- to gain skills in the analysis of macroeconomic phenomena;
- to know the particularities of the functioning of the markets of the national economy;
- to know the methods and mechanisms for evaluating the results at the macroeconomic level;
- to develop and evaluate balancing policies, macroeconomic processes;
- to know the most efficient methods and techniques for influencing the activity of economic units in order to maximize the results of the economic activity;
- to acquire skills in conducting economic calculations and assessing the performance of economic units
- to estimate the efficiency of resource use within economic units;
- to propose ways to improve the economic performance of the economic unit.
- to carry out the primary processing of raw statistical information, a work which results in the indicators: an advanced degree of generalization.
- to analyse and interpret the results obtained from the statistical studies and to test the assumptions regarding the future trend of phenomena and statistical processes evolution.
- to determine the role and the place of the main elements of the world economy system, to determine the impact of the community policies on the evolution of the European economy, to perform the comparative analysis of the integrationist tendencies in different regions.

Semester progression, student assessment, assessment methods, assessment types, grading system, student activity monitoring are identical to the information presented for semester I.

It should be mentioned the promotion of the study year, which in AESM is carried out in accordance with the AESM Regulation on the Promotion of the Year of Study³. The student who

³ http://ase.md/files/documente/regulamente/interne/3.6_promovare.pdf

has accumulated during the whole academic year the number of compulsory study credits provided in the educational plan for the respective year is promoted in the following year of study.

At the same time, enrolment of the student in the next year of study is conditioned by the accumulation of minimum 40 (30 for part-time education) study credits at the compulsory course units / modules provided in the Annual Study Contract for the current academic year and the accumulation of the total number of credit points provided by the educational plan for previous academic years, and the year of completion of university studies.

The elaboration of the project must lead to students' understanding of the actuality of the different components of the visions of development, moreover to the understanding that they are not mutually exclusive, but live today in theory and especially in the practice of development. We believe that this is the most open and fertile context in which a systematic reflection and an academic debate, even a political one, about the development possibilities of the contemporary society can truly be fruitful.

2.3.3 Semester 3

The theme of the semester: MARKETING AND MARKETING RESEARCH

Learning objectives and outcomes

At the end of the semester, students shall be able:

- to acquire practical skills of elaboration and validation of a simple, multiple, non-linear, linear econometric model, taking into account the working hypotheses;
- to apply econometric methods and make forecasts of the state and development of economic processes.
- to acquire the main concepts, principles and functions of corporate ethics and corporate social responsibility, the ethics of ethical behaviour;
- to develop abilities to apply methods to improve ethical behaviour.
- to develop a fair behavior; to develop judgments based on the knowledge of the social and ethical issues that arise in work or study;
- **to address ethical issues in the management field.**
- to know and monitor the factors of the marketing environment, to examine the real and potential market characteristics, to be able to identify the possible ways of market growth;
- to know the particularities of the business to business market;
- to develop marketing policy in businesses and organizations
- to use correctly the terms of the accounting language;
- to propose personal assumptions to explain accounting situations;
- to issue judgments on statements with accounting content;
- to demonstrate the practical possession of knowledge of the legal basis of merceological, commercial and expert activity, verification of the quality of goods / consignments;
- to perform a comparative study on the theoretical positions and the methodological approaches of the economic sphere elaborated by the main representatives of philosophy.

Year of study II, semester III

| | Module | ECTS | Assessment form |
|----|---|-----------|-----------------|
| 1. | Quantitative analysis methods | 8 | E |
| 2. | Marketing and market analysis | 12 | E + P |
| 3. | Business culture | 5 | E |
| 4. | Merchandise and expertise of consumer goods | 5 | E |
| | TOTAL | 30 | |

In the third semester, the volume of work done by students in the project-based teams continues to grow. We considered that the knowledge that students gained at this stage, along with the courses they listen to in parallel, will allow them to conduct research on marketing and market analysis.

The project developed by the student will include a complex problem based on marketing research. Students have to demonstrate skills to collect, analyze, and interpret information using research methods and techniques to learn about the environment, identify business opportunities, anticipate market trends. Students need to be aware that marketing research has a broad sphere of activity, becoming a necessity for each economic agent in the conditions of increasing the complexity of environmental factors. The basis for marketing policy requires information with recent, relevant and sufficient data. Areas of marketing research are very numerous and they are determined according to the activity of the economic agent and the purpose.

2.3.4 Semester 4

The theme of the semester: THE ENTERPRISE AND ITS DECISIVE ROLE IN THE MARKET ECONOMY

Learning objectives and outcomes

At the end of the semester, students shall be able:

- to know the particularities of the manifestation and use of economic laws in the internal production relations, the current management system and the manifestation of the basic functions of management - planning, organization, control, motivation - within the production activity.
- to understand legal relationships specific to the business environment; principles, concepts and legal institutions specific to the business environment
- to apply qualitative methods of analysis and processing of financial information;
- to use financial regulations and norms, to know the sources of financing, resource allocation criteria, financing policy, investments and dividends applied within the enterprise;
- to know and apply methods of managing financial resources and to analyze the alternatives for the mobilization and placement of financial resources in order to choose the optimal option;
- to foresee the financial indicators of the enterprise's activity and to develop action directions for their achievement;

- to consolidate the theoretical managerial skills in the real economic environment of a company / institution, to find the appropriate methods for improving the performance of the company's activity;
- to increase the awareness of the employment opportunities existing on the national and European labor market in the studied field;
- to promote excellence in training and research, in the processing, transmission and use of knowledge in substantiating decision-making processes;
- to realize the possibilities of "transfer" and "use" of the knowledge acquired in the faculty in the real economy;
- to identify and understand entrepreneurial actions, to identify the entrepreneur's skills and his / her own skills; to know the process of initiation and development of small and medium enterprises (own and third parties); identify sources of funding.
- to be aware of ensuring the launching and carrying out of entrepreneurial activities in accordance with the established laws and regulations; adopt optimal decisions in the process of launching and developing the business; analysis of the internal and external environment of the business; adjust the activity to customer requirements in order to increase the efficiency and effectiveness of entrepreneurial activities.

Year of study II, semester IV

| | Module | ECTS | Assessment form |
|----|-------------------------------------|-------------|------------------------|
| 1. | Accounting and analysis in business | 10 | E |
| 2. | Company management | 16 | E + P |
| 3. | Business Law | 4 | E |
| | TOTAL | 30 | |

In the fourth semester students will develop a complex business management project based on the knowledge and skills they have gained over the course. The project will allow analysis of all aspects of the company's activity, highlighting certain problems in its activity, searching for solutions. The enterprise may be a real (preferably) or a virtual one.

In the fourth semester, the project will be a more complex one, which will also be based on student internships within a company. Students will have to demonstrate good knowledge of all processes in the enterprise, the interdependence of the enterprise's functions, and a pertinent analysis of its work.

2.3.5 Semester 5

The theme of the semester: SETTING UP AND DEVELOPMENT OF A BUSINESS

Learning objectives and outcomes

At the end of the semester, students shall be able:

- to apply the knowledge in the field of performing the basic function of management, planning, within the economic units, in order to manage the resources correctly and to adapt the economic units to the market requirements.
- to develop appropriate strategies and policies in a changing environment;

- to develop skills to assess and minimize entrepreneurial risks
- to define the concepts of economic activity under conditions of risk and uncertainty;
- to establish the functional correlation between risk level and economic outcome
- to apply the knowledge in determining the level of risk in business by using quantitative methods (statistical-mathematical, the use of the expert method etc.), including specific indicators and financial instruments for hedging risks.
- to estimate various concepts for the evaluation of the results of the activity under conditions of uncertainty and risk;
- to develop risk management strategies and models
- to acquire the main concepts, principles and functions of quality management, logic of science evolution quality management;
- to develop skills for applying quality management methods and standards for the quality management system.
- to use the quality management system documents, determine the ways of disseminating the information; to be familiar with the requirements for the development, modification, dissemination of documents;
- to develop skills for analyzing and evaluating job positions;
- to demonstrate skills in human resource hiring; training and professional development of staff.
- to design and use marketing information systems, marketing research to solve strategic and tactical marketing problems, use current internal and external information to substantiate tactical marketing decisions
- to apply in practice the methods of survey, observation, experiment, documentation, techniques for quantitative and qualitative data analysis, including using the computer
- to distinguish the tangencies and differences in financial and managerial accounting;
- to know the legal framework governing accounting.

Year of study III, semester V

| | Module | ECTS | Assessment form |
|----|---|-------------|------------------------|
| 1. | Setting up and developing a business | 21 | E+P |
| 2. | Quality management | 5 | E |
| 3. | Optional course | 4 | E |
| | TOTAL | 30 | |

The elaboration of the project in semester V will require from the students a deep knowledge of Moldovan legislation in the field of business set up and development, the stages of setting up an enterprise, identifying and calculating the risks related to the business development, the elaboration of a business plan.

2.3.6 Semester 6

The theme of the semester: INTEGRATED MANAGEMENT OF THE COMPANY

Learning objectives and outcomes

At the end of the semester, students shall be able:

- to develop the skills of applying corporate management methods and legislative acts in corporate decision making.
- to ensure the conduct of collaboration activities between corporate management subjects; to determine the main forms of corporate unions to streamline corporate activity; to use methods of protection against hostile taking;
- to determine the rights and obligations of management bodies in corporate governance; to develop fair and efficient working relationships;
- to develop analytical and synthesis skills, effective communication; organizational qualities; to practice the experimental application of the theoretical knowledge acquired during the studies
- to learn how to work in an organization different from that of the university, integrate into existing work teams and actively participate in current activities
- to look for ways to apply in-depth theoretical knowledge to his/her training courses, to better relate the education and the theoretical training students receive within the faculty with the requirements of the labor market.
- to apply the theoretical knowledge in organizing and carrying out activities in the functional structures in which the practice takes place;
- to deepen the knowledge of the legislation and the rules in force regarding the activity of the organization and on the basis of which the specific operations are carried out.
- to develop written and oral scientific communication in the elaboration and presentation of the bachelor thesis;
- to use digital action tools, to create documents and to use basic electronic research services;
- to apply at least one foreign language for the use of foreign language texts in the elaboration of the thesis;
- to assume the ethical responsibility for the results of the research included in the bachelor thesis;

Year of study III, semester VI

| | Module | ECTS | Assessment form |
|----|---------------------------|-------------|------------------------|
| 1. | Corporate Management | 4 | E |
| 2. | Optional course | 4 | E |
| 3. | Bachelor's project | 22 | E + P |
| | TOTAL | 30 | |

The project in the 6th semester will be elaborated in the form of a bachelor thesis, i.e. the completion paper of the undergraduate studies. The bachelor's thesis must demonstrate that the student knows and can use the research methods specific to the economic and managerial field, must be able to select the relevant literature from the researched field, understand and reflect on the theory, give the opinion of the discussed, demonstrating critical thinking.

According to the Regulation on the Bachelor's Degree Completion Exam in AESM ⁴, the Bachelor's Degree Exam in AESM includes a single test: the public defence of the Bachelor's thesis.

Students who have completed the educational plan in full and have accumulated the number of credits set for the Business and Administration study programme are admitted to the bachelor's degree completion exam. The lists of students admitted to the bachelor's degree completion examination, drafted by faculty deans and approved by AESM rector one month before the start of the bachelor's examination, are submitted to the Commission of the Bachelor's Degree Completion examination.

The bachelor thesis may be elaborated in a team, in accordance with the provisions of the Regulation regarding the team development of the bachelor / master's degree thesis ⁵.

In the process of defending the bachelor thesis, the graduate is assessed according to the following criteria:

- a) critical understanding of the notions, concepts, theories and principles specific to the field of training;
- b) demonstration of the generic and specific skills acquired by the graduate during the studies;
- c) carrying out the research and demonstrating the capacity to apply the theoretical and methodological knowledge in the elaboration of practical solutions specific to the field of professional training;
- d) the use of relevant knowledge in the field of training in setting up and supporting the arguments, the conclusions in the process of elaboration and defence of the bachelor thesis;
- e) demonstration of communication skills in the process of defending the bachelor thesis (well-structured message, appropriate language, use of technical means, politeness, prompt answers to the subject).

The bachelor's degree thesis is evaluated with grades based on the grading scale from 10 to 1, the minimum promotion grade being 5. It will be done the conversion of the grades into the ECTS grading scale, respectively:

| Grade at the bachelor's degree completion exam | ECTS Scale |
|--|------------|
| 10 | A |
| 9 | B |
| 8 | C |
| 7 | D |
| 5/6 | E |
| 4 | FX |
| 1/2/3 | F |

The final grade awarded as a result of the bachelor's degree thesis defence is determined by the members of the Commission of the Bachelor's Degree Completion examination.

⁴ http://ase.md/files/documente/regulamente/interne/3.2_examen_licenta.pdf

⁵ http://ase.md/files/documente/regulamente/interne/3.4_teza_echipa.pdf

Thus, the progress through the studies during the 6 semesters, according to the present plan, implies the accumulation of 91 study credits following the hearing of the theoretical courses and the accumulation of 89 study credits as a result of the realization and defence of the projects elaborated in the team. So the implementation of this Pilot Programme [Annex 2] will, in theory, allow us to reach the 50:50 ratio of lectures and teamwork. We are aware that even reaching this ratio will not place us on the level of use and implementation of PBL, along with the Aalborg University, where this model was initiated in 1972, and the experience currently used has been accumulated over the course of 45 years.

For each module included in the educational plan, a curriculum will be developed, specifying the number of hours, including direct and individual work, objectives, learning outcomes, module content, course structure, assessment method, etc.

3 CONCLUDING REMARKS

The implementation of problem-based learning in AESM, as a pilot-programme in the Business and Administration bachelor's degree study programme, involves a revolution in the study process of this programme [Annex 1]. We started from the fact that learning outcomes not only have to provide knowledge but also to develop both professional and personal skills and competences. We recognize that today our programmes fail mainly in the areas of professional skills and competences, as well as certain personal skills (interpersonal communication, professional orientation and employability and adaptation to the labor market).

Activities that should lead to the development of skills and competences (case studies, projects, internship) are inadequate or formally conducted (e.g. student internships).

By the PBL implementation, we want to bring students closer to the real life faced by economic agents, to facilitate student mobility by deepening English language knowledge, especially in specialized disciplines, but also by offering quality training closer to one offered in European universities [Annex 4].

Obviously, all this will require time and effort both from the teachers, from the university, but also from the economic agents, whom we want to fully involve in the training activity through various joint activities. We want to propose, in partnership with economic agents, a considerable number of joint bachelor / master project topics or research themes. We believe it is necessary to develop the involvement of economic agents in such activities as student internships, student research activities, case studies, projects and other activities included in the study programme.

By implementing PBL, we want to ensure the stimulation of innovation and creativity, including the entrepreneurship spirit.

REFERENCES

1. Cadrul Național al Calificărilor: Învățământul superior: ciclul I, studii superioare de Licență; ciclul II, studii superioare de Masterat; Doctorat: Domeniul general de studiu 36. Științe economice: Domeniul de formare profesională 812 Turism / Min. Educației al Rep. Moldova. - Ch.:S. n., 2013 (Tipogr. "Bons Offices"). p. 67 – 91, disponibil on-line: http://edu.gov.md/sites/default/files/cnc_36_812-stiinte_economice.pdf
2. Regulament ASEM privind evaluarea activității de învățare a studenților, Decizia Senatului ASEM nr.6 din 23.12.2016, disponibil on-line: http://ase.md/files/documente/regulamente/interne/3.1_evaluare_stud_1.pdf
3. Regulamentul ASEM privind promovarea anului de studii, DS nr. 10 din 29 iunie 2012, disponibil on-line http://www.ase.md/files/documente/regulamente/interne/3.6_promovare.pdf
4. Regulament privind organizarea examenului de finalizare a studiilor superioare de licență în ASEM, Decizia Senatului ASEM nr.3 din 24.12.2014, disponibil la http://ase.md/files/documente/regulamente/interne/3.2_examen_licenta.pdf
5. Regulamentul ASEM cu privire la elaborarea în echipă a tezei de licență/master, DS nr. 3 din 24 decembrie 2014, disponibil http://ase.md/files/documente/regulamente/interne/3.4_teza echipa.pdf
6. Regulamentul privind mobilitatea studenților, a personalului didactic, didactic auxiliar, de cercetare și a personalului nedidactic care participă la programul ERASMUS+/KAI; disponibil la http://ase.md/files/documente/regulamente/interne/3.15_Regulament-Erasmus.pdf
7. Regulamentul cu privire la mobilitatea academică în ASEM, disponibil la http://ase.md/files/documente/regulamente/interne/3.11_mobilitate.pdf
8. Peter M. Senge, The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization, Currency, Doubleday, 1994
9. National Qualifications Framework: Higher education: 1st cycle, higher education degree; cycle II, Master's degree studies; Doctorate: General Study Area 36. Economic Sciences: Vocational Training 812 Tourism / Min. Education of Rep. Moldova. - Ch.:S. n., 2013 (Tipogr. "Bons Offices"). pp. 67-91, available online: http://edu.gov.md/sites/default/files/cnc_36_812-stiinte_economice.pdf
10. ASEM Regulation on Assessment of Student Learning Activity, ASEM Senate Decision No.6 of 23.12.2016, available on-line: http://ase.md/files/documente/regulamente/interne/3.1_evaluare_stud_1.pdf
11. ASEM Regulation on the Promotion of the Year of Studies, DS no. 10 of June 29, 2012, available online http://www.ase.md/files/documente/regulamente/interne/3.6_promovare.pdf
12. Regulation regarding the organization of the final exam of graduation in ASEM, ASEM Senate Decision no.3 of 24.12.2014, available at http://ase.md/files/documente/regulamente/interne/3.2_examen_licenta.pdf
13. ASEM Regulation regarding the team development of the license / master thesis, DS no. 3 of 24 December 2014, available at http://ase.md/files/documente/regulamente/interne/3.4_teza echipa.pdf

14. Regulation on the mobility of students, teaching staff, auxiliary teaching staff, research staff and non-teaching staff participating in the ERASMUS + / KAI program; available at http://ase.md/files/documente/regulamente/interne/3.15_Regulament-Erasmus.pdf
15. Academic Mobility Regulation in ASEM, available at http://ase.md/files/documente/regulamente/interne/3.11_mobilitate.pdf
16. Peter M. Senge, The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization, Currency, Doubleday, 1994

Annex 1: Our vision on the bachelor's degree programme Business and Administration

| | | | | | |
|--------|---|--|---|---|--|
| 6.Sem | Corporate Management 5 ECTS | Elective Course 5 ECTS | BACHELOR'S DEGREE PROJECT 20 ECTS | | |
| 5.Sem | Quality management 5 ECTS | Elective Course 4 ECTS | SETTING UP AND DEVELOPING A BUSINESS, project 21 ECTS | | |
| 4. Sem | Business Accounting and Analysis 10 ECTS | Business law 4 ECTS | COMPANY'S MANAGEMENT, project 16 ECTS | | |
| 3.Sem | Quantitative methods of analysis 8 ECTS | Business culture 5 ECTS | Commodity science and expertise of consumer goods 5 ECTS | MARKETING AND MARKET ANALYSIS, project 12 ECTS | |
| 2.Sem | Macroeconomics 5 ECTS | Economy of Economic entities 5 ECTS | Foreign Business - English 5 ECTS | World Economy 5 ECTS | ECONOMIC, SOCIAL AND POLITICAL DEVELOPMENT, project 10 ECTS |
| 1.Sem | Microeconomics 5 ECTS | Economic Mathematics 5 ECTS | Economic Informatics 4 ECTS | Foreign Business - English 4 ECTS | The art of Communication and Professional Ethics 4 ECTS THE BASICS OF ORGANIZATION MANAGEMENT, project 8 ECTS |

Annex 2. Bachelor`Degree programme Business and Administration – Romanian

MINISTERUL EDUCAȚIEI AL REPUBLICII MOLDOVA

ACADEMIA DE STUDII ECONOMICE DIN MOLDOVA

COORDONAT
Ministerul Educației
al Republicii Moldova



Nr. de înregistrare

APROBAT
Senatul ASEM
4 mai 2017
Proces verbal nr. 10



Rector ASEM,
academician,

Gr. BELOSTECNIC

PLANUL DE ÎNVĂȚĂMÎNT

Ciclul I – studii superioare de licență, nivelul de calificare ISCED - 6

Facultatea: **Business și administrarea afacerilor**

Domeniul general de studii: **36. Științe economice**

Domeniul de formare profesională: **363. Business și administrare**

Specialitatea: **363.1. Business și administrare**

Numărul total de credite de studiu: **180**

Titlul obținut: **Licențiat în științe economice**

Baza admiterii: **Diploma de bacalaureat sau un act echivalent de studii, diploma de studii superioare**

Limba de instruire: **Engleză - Română**

Forma de organizare: **Învățământ cu frecvență**

CHIȘINĂU, 2017

M.V. coordonator

NOTA EXPLICATIVĂ

I. Introducere

Necesitățile și rigorile societății contemporane în formarea specialiștilor în domeniul Business și Administrare rezultă din prioritățile economice și sociale ale Republicii Moldova în perioada actuală: integrarea în circuitul economic mondial, descentralizarea activităților economice, sporirea autonomiei decizionale, formarea unei viziuni manageriale reformatoare, orientată spre performanță economică și dezvoltare socială durabilă, etc. Concomitent, actualmente, esențial pentru reușita la nivel național este ca procesul de schimbare să pornească și să se realizeze de la nivelul organizației: fie ea privată sau publică, economică sau socială. În acest context managerul modern trebuie să apară și să acționeze ca inițiator, susținător și promotor al schimbării și inovării. Realizarea cu succes a acestor deziderate sociale și profesionale în diverse tipuri de întreprinderi și organizații publice/private implică cunoștințele și abilitățile formate la absolvenții domeniului Business și Administrare. Astfel, pentru a fi competitiv pe piața internă și externă muncii, aceștia trebuie să posede și să aplice prompt un set de abilități și competențe profesionale și sociale și un vast instrumentar managerial.

În deplină conformitate cu misiunea și obiectivele strategice ale ASEM, acest program de formare profesională este orientat spre realizarea cerințelor majore înaintate de piața forței de muncă și are scopul de a forma manageri/antreprenori competenți, capabili să se dezvolte continuu, să sporească performanțele proprii și organizaționale și să formeze un mediu organizațional și o echipă orientată și capabilă să satisfacă cerințele clienților.

Elaborarea programului s-a realizat prin următoarele 5 etape:

- 1) **Fundamentare (stabilirea elementelor de intrare).** S-a efectuat: analiza cadrului legal, documentelor normative și de reglementare cu referire la procesele educaționale în învățământul superior; analiza prealabilă referitoare la nevoile specifice exprimate de diversele categorii de clienți, beneficiari și parteneri (cadre științifico-didactice, absolvenți, studenți și organizații interesate din diferite domenii de activitate); analiza celor mai noi direcții de dezvoltare și cercetare în domeniul de formare; analiza comparativă a planurilor de studii pe baza unor modele de la universități de prestigiu din țară și străinătate; analiza mediului de studiu și a metodologiilor specifice actuale de predare în domeniu; analiza și evaluarea prealabilă a propunerilor venite din partea mediului academic, unor experți externi/studenți; analiza observațiilor și a neconformităților constatate pe parcursul anilor universitari precedenți; elaborarea criteriilor de evaluare a instruirii;
- 2) **Predeterminarea rezultatelor (elemente de ieșire)** – au fost stabilite rezultatele învățării (competențele), pe care trebuie să le atingă studenții, prin alegerea dintr-o gamă largă de finalități a acelor relevante pentru studenți și piața forței de muncă, o parte din ele fiind determinate prin feedbackul cu aceștia;
- 3) **Asigurarea unui proces eficient și eficient de învățare** – s-a luat decizia asupra modului în care studenții trebuie să fie ghidați și susținuți pentru a realiza obiectivele și a atinge finalitățile programului de studiu. Au fost stabilite și selectate: unitățile de curs adecvate pentru formarea competențelor proiectate; volumul de muncă necesar (punctele credite) pentru realizarea fiecărui curs; consecutivitatea și modalitatea predării cursurilor; selectarea, instruirea și perfecționarea cadrelor științifico-didactice în vederea asigurării disciplinelor prevăzute de planurile de studii, asigurarea unui suport bibliografic adecvat;
- 4) **Stabilirea modului de evaluare** – s-a luat decizia asupra criteriilor de evaluare și a modului în care se va determina dacă și când studenții au atins finalitățile de studiu proiectate; s-a elaborat conținutul procesului de evaluare care asigură continuitatea procesului de studiu;
- 5) **Redactarea, analiza, verificarea, validarea și aprobarea planului de studii.**

II. Concepția formării specialistului

Programul de studii este destinat formării specialiștilor pentru activități ce se referă la management, inițierea și administrarea cu succes a afacerilor, precum și conducerii diferitor subdiviziuni ale organizațiilor. La nivel de unitate economică specialistul din domeniul Business și Administrare este cel care trebuie să asigure buna desfășurare a tuturor activităților: planificarea activității economice;

formarea și perfecționarea structurii organizatorice a firmei, asigurarea cu resurse economice, producerea / prestarea serviciilor; vânzările; managementul resurselor umane, funcționarea eficientă a sistemelor informațional și decizional; controlul realizării obiectivelor organizaționale, crearea unui climat organizațional pozitiv, constituirea unei echipe productive. În același timp, absolvenții domeniului de formare Business și Administrare sunt potențialii antreprenori care vor crea locuri de muncă și noi perspective în progresul socio-economic al țării. În acest sens ei vor fi instruiți în identificarea și valorificarea ideilor de afaceri, propagarea și stimularea spiritului întreprinzător.

Absolvenții programului au posibilitatea să execute o varietate de activități comerciale și manageriale, în entități economice și organizații din diverse ramuri ale economiei naționale, atât la nivel de agenți economici, cu diferite forme de proprietate (de stat, privată sau mixtă), cât și la nivel național. Absolvenții își pot continua studiile la ciclul II de studii superioare – Master.

În acest context, respectivul program de formare profesională are drept obiectiv major să formeze *personalități integre și competente profesional*, capabili de a face față cerințelor actuale și de perspectivă a pieței forței de muncă locale și internaționale, care vor:

- conștientiza importanța practicării unor activități eficiente și eficiente în viața profesională și cea cotidiană;
- forma și dezvolta competențele necesare pentru autorcalizare și obținerea succesului în activitatea profesională și de afaceri;
- acumula un volum de cunoștințe și crea valoare academică adăugată în domeniul Business și Administrare, care va servi drept bază pentru dezvoltarea personală și profesională.

Totodată, programul va dezvolta la studenți următoarele **competențe - cheie generice**: De analiză-diagnostic a situației; Competența de identificare și soluționare a problemelor; Spirit de inițiativă și antreprenorial; Gândire critică și strategică; Competența de muncă în echipă; Competența de a preveni și soluționa conflictele, Competența de autoinstruire și învățare; De fundamentare a deciziilor; Creativitate; Competența de comunicare utilizând și o limbă străină; Competența de operare cu tehnologia informațională; Înțelegere pentru culturile și obiceiurile altor popoare.

Pentru a realiza cu succes această ofertă educațională, în ASEM este creat un *mediu educațional plăcut, calitativ și productiv, centrat pe student*, care se bazează pe următoarele principii de organizare a formării personale, sociale și profesionale:

- Crearea unui mediu de învățare autentic, apropiat de mediul afacerilor și relevant intereselor persoanei, pentru realizarea obiectivelor proiectate: însușirea de cunoștințe, formarea de deprinderi și de competențe; aplicarea acestora pe parcursul studiilor și pe perioada stagiului de practică;
- Îmbinarea aspectelor de natură teoretică cu cultivarea unor abilități legate de realitățile activităților din domeniul administrării afacerilor;
- Structurarea demersurilor educaționale pe concepția “învăță acționând” și dezvoltarea unor dexterități de ordin practic;
- Valorificarea unor tehnici moderne de instruire, inclusiv de dezvoltare a creativității.

III. Finalități de studiu

Finalitățile se vor realiza prin valorificarea conținutului unităților de curs, dar și prin utilizarea adecvată a activităților de predare - învățare - cercetare – autodezvoltare – evaluare.

La finalizarea studiilor studentul va fi competent:

1. să demonstreze cunoștințe funcționale în următoarele domenii: teorie economică – geneză, esență, metodologia și metoda, legături economice; management – evoluția științei management, conținutul principalelor procese și funcții manageriale; marketing – elaborarea și realizarea politicii de marketing a întreprinderii, piețe – studierea, funcționarea și dezvoltarea piețelor de resurse, bunuri și servicii; clienți – factori de influență, procese de cumpărare și consum, modele de consum; drept – cunoașterea legislației privind antreprenoriatul și întreprinderile, micul business, protecția consumatorului, publicitatea din Republica Moldova; finanțe – managementul finanțelor, utilizarea contabilității și altor sisteme financiare; sisteme informaționale – dezvoltarea și exploatarea sistemelor informaționale cu impact asupra realizării funcțiilor manageriale în organizație;
2. să inițieze și să dezvolte o afacere;
3. să cunoască metode de identificare a ideilor de afaceri și evaluare a oportunităților;

4. să posede metode de evaluare și minimizare a riscurilor în afaceri;
5. să asigure desfășurarea activităților în conformitate cu legislația în vigoare;
6. să ajusteze activitatea organizației la cerințele mediului ambiant;
7. să adopte decizii optime în condiții de risc și incertitudine;
8. să elaboreze structura organizatorică a organizației;
9. să evalueze și să îmbunătățească eficiența și eficacitatea activităților din organizație;
10. să se motiveze și să sporească eficiența propriei activități;
11. să formeze echipe și să dezvolte colaborarea;
12. să motiveze și să creeze relații de muncă productive;
13. să aplice sisteme de management al calității;
14. să comunice convingător și eficient, inclusiv într-o limbă de circulație internațională;
15. să utilizeze și să gestioneze eficient resursele disponibile;
16. să organizeze procesul de cercetare în domeniul business și administrare;
17. să rezolve probleme din domeniul administrării afacerilor;
18. să elaboreze și să coordoneze realizarea proiectelor;
19. să cunoască aria de competență și implicare a managerilor de la diferite niveluri ierarhice;
20. să aplice principiile, valorile și normele eticii profesionale.

Calendarul universitar

(în săptămâni)

| Anul de studii | Activități didactice | | Sesiuni de examene | | Stagii de practică | Vacanțe | | |
|----------------|----------------------|---------|--------------------|---------|--------------------|---------|-----------|------|
| | Sem. I | Sem. II | Sem. I | Sem. II | | Iarnă | Primăvară | Vară |
| I | 15 | 15 | 4 | 4 | - | 3 | 1 | 10 |
| II | 15 | 11 | 4 | 4 | 4 | 3 | 1 | 10 |
| III | 15 | 5 | 4 | 1 | 7 | 3 | 1 | - |

Planul procesului de studii pe semestre/ani de studii

ANUL I de STUDII

SEMESTRUL I

| | | Total ore | | | Număr de ore pe tipuri de activități | | | Ore pe săptămână în auditoriu | | | | Forma de evaluare | Nr. puncte credite |
|---------------|--|-----------|-------------------|----------------------|--|---------|------------------------|----------------------------------|----------|---------|-------------|-------------------|--------------------|
| Cod | Denumirea unității de curs | Total | Contact direct | Studiu individual | Curs | Seminar | Laborator/ Practice | Total | din care | | | | |
| | | | | | | | | | Curs | Seminar | Lab./Pract. | | |
| F.01.O.001.21 | Microeconomică | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| F.01.O.002.62 | Matematică economică | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| G.01.O.003.63 | Informatică economică | 150 | 60 | 90 | 14 | - | 46 | 4 | 1 | - | 3 | E | 5 |
| F.01.O.004.32 | Istoria gândirii economice | 150 | 44 | 106 | 30 | 14 | - | 3 | 2 | 1 | - | E | 5 |
| F.02.O.005.11 | Fundamentele managementului organizației /Proiect | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| G.01.O.006.33 | Limba străină de afaceri I (eng.) | 150 | 90 | 60 | - | 90 | - | 6 | - | 6 | - | E | 5 |
| G.01.O.007.15 | Educație fizică I | 30 | 30 | - | - | 30 | - | 2 | - | 2 | - | V | - |
| Total | | 930 | 404 | 526 | 134 | 224 | 46 | 27 | 9 | 15 | 3 | 6E, 1V | 30 |

ANUL I de STUDII

SEMESTRUL II

| Cod | Denumirea unității de curs | Total ore | | | Număr de ore pe tipuri de activități | | | Ore pe săptămână în auditoriu | | | | Forma de evaluare | Nr. puncte credite |
|---------------|---|-----------|----------------|-------------------|--------------------------------------|---------|---------------------|-------------------------------|----------|---------|-------------|-------------------|--------------------|
| | | Total | Contact direct | Studiu individual | Curs | Seminar | Laborator/ Practice | Total | din care | | | | |
| | | | | | | | | | Curs | Seminar | Lab./Pract. | | |
| F.02.O.008.21 | Macroeconomie | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| U.01.O.009.24 | Artă comunicării și etica profesională /Proiect | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| F.02.O.010.21 | Economia unităților economice | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| F.02.O.011.62 | Statistică | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| U.02.O.012.31 | Economie mondială și integrare europeană | 150 | 44 | 106 | 30 | 14 | - | 3 | 2 | 1 | - | E | 5 |
| G.02.O.013.33 | Limba străină de afaceri II (eng.) | 150 | 90 | 60 | - | 90 | - | 6 | - | 6 | - | E | 5 |
| G.02.O.014.15 | Educație fizică II | 30 | 30 | - | - | 30 | - | 2 | - | 2 | - | V | - |
| Total | | 930 | 404 | 526 | 150 | 254 | - | 27 | 10 | 17 | - | 6E, 1V | 30 |

ANUL II de STUDII

SEMESTRUL III

| Cod | Denumirea unității de curs | Total ore | | | Număr de ore pe tipuri de activități | | | Ore pe săptămână în auditoriu | | | | Forma de evaluare | Nr. puncte credite |
|---|--|-----------|----------------|-------------------|--------------------------------------|---------|---------------------|-------------------------------|------|---------|-------------|-------------------|--------------------|
| | | Total | Contact direct | Studiu individual | Curs | Seminar | Laborator/ Practice | din care | | | | | |
| | | | | | | | | Total | Curs | Seminar | Lab./Pract. | | |
| F.03.O.015.62 | Econometrie | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| S.03.O.016.11 | Antreprenoriat și cultura afacerilor /Proiect | 240 | 120 | 120 | 60 | 60 | | 8 | 4 | 4 | | 2E | 8 |
| F.03.O.017.12 | Marketing general și business to business | 150 | 90 | 60 | 60 | 30 | - | 6 | 4 | 2 | - | E | 5 |
| S.03.O.018.52 | Bazele contabilității | 120 | 60 | 60 | 30 | 30 | - | 4 | 2 | 2 | - | E | 4 |
| S.03.O.019.14 | Merceologie și expertiza mărfurilor de larg consum | 120 | 60 | 60 | 30 | 14 | 16 | 4 | 2 | 2 | - | E | 4 |
| Total | | 780 | 390 | 390 | 210 | 164 | 16 | 26 | 14 | 12 | - | 6E | 26 |
| O disciplină opțională | | | | | | | | | | | | | |
| U.03.A.020.32 | Filosofie socială și economică | 120 | 44 | 76 | 30 | 14 | - | 3 | 2 | 1 | - | E | 4 |
| U.03.A.020.32 | Politologie | 120 | 44 | 76 | 30 | 14 | - | 3 | 2 | 1 | - | E | 4 |
| Total discipline obligatorii și opționale | | 900 | 434 | 466 | 240 | 178 | 16 | 29 | 16 | 13 | - | 7E | 30 |

ANUL II de STUDII

SEMESTRUL IV

Activitatea didactică – 11 săptămâni

| Cod | Denumirea unității de curs | Total ore | | | Număr de ore pe tipuri de activități | | | Ore pe săptămână în auditoriu | | | | Forma de evaluare | Nr. puncte credite |
|---|-------------------------------------|-----------|----------------|-------------------|--------------------------------------|---------|---------------------|-------------------------------|----------|---------|-------------|-------------------|--------------------|
| | | Total | Contact direct | Studiu individual | Curs | Seminar | Laborator/ Practice | Total | din care | | | | |
| | | | | | | | | | Curs | Seminar | Lab./Pract. | | |
| S.04.O.021.11/52 | Managementul Operațiunilor /Proiect | 300 | 104 | 196 | 55 | 55 | | 10 | 7 | 3 | | 3E | 10 |
| F.04.O.022.23 | Dreptul Afacerilor | 120 | 44 | 76 | 30 | 14 | - | 4 | 3 | 1 | - | E | 4 |
| S.04.O.023.52 | Contabilitatea întreprinderii | 90 | 44 | 46 | 22 | 22 | - | 4 | 3 | 1 | - | E | 3 |
| F.04.O.024.42 | Finanțele întreprinderii | 120 | 44 | 76 | 30 | 14 | - | 4 | 3 | 1 | - | E | 4 |
| S.04.O.025.11 | Practica în producție | 180 | 160 | 20 | | | | | | | | E | 6 |
| Total | | 810 | 396 | 414 | 134 | 102 | - | 22 | 16 | 6 | - | 7E | 27 |
| O disciplină opțională | | | | | | | | | | | | | |
| S.04.A.026.13 | Economia Turismului | 90 | 44 | 46 | 30 | 14 | - | 4 | 3 | 1 | - | E | 3 |
| S.04.A.026.13 | Turism Internațional | 90 | 44 | 46 | 30 | 14 | - | 4 | 3 | 1 | - | E | 3 |
| Total discipline obligatorii și opționale | | 900 | 440 | 560 | 164 | 116 | - | 26 | 19 | 7 | - | 8E | 30 |

ANUL III de STUDII

SEMESTRUL V

| Cod | Denumirea unității de curs | Total ore | | | Număr de ore pe tipuri de activități | | | Ore pe săptămână în auditoriu | | | | Forma de evaluare | Nr. puncte credite |
|---|---|-----------|----------------|-------------------|--------------------------------------|---------|---------------------|-------------------------------|----------|---------|-------------|-------------------|--------------------|
| | | Total | Contact direct | Studiu individual | Curs | Seminar | Laborator/ Practice | Total | din care | | | | |
| | | | | | | | | | Curs | Seminar | Lab./Pract. | | |
| S.05.O.027.11 | Gestiunea firmei /Proiect | 420 | 180 | 240 | 90 | 90 | - | 12 | 6 | 6 | - | 3E | 14 |
| S.05.O.028.22 | Managementul resurselor umane | 120 | 60 | 60 | 30 | 30 | - | 4 | 2 | 2 | - | E | 4 |
| S.05.O.029.12 | Cercetări de marketing | 120 | 60 | 60 | 30 | 30 | - | 4 | 2 | 2 | - | E | 4 |
| Total | | 660 | 300 | 360 | 150 | 150 | - | 20 | 10 | 10 | - | 5E | 22 |
| O disciplină opțională I | | | | | | | | | | | | | |
| S.05.A.030.11 | Managementul serviciilor | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| S.05.A.030.11 | Managementul aprovizionării și vânzărilor | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| S.05.A.030.61 | Sisteme informaționale în management | 120 | 44 | 76 | 22 | - | 22 | 3 | 2 | - | 1 | E | 4 |
| O disciplină opțională II | | | | | | | | | | | | | |
| S.05.A.031.12 | Logistica | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| S.05.A.031.12 | Tehnici de vânzări | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| Total discipline obligatorii și opționale | | 900 | 388 | 512 | 194 | 194/172 | 0/22 | 26 | 14 | 12/11 | 0/1 | 7E | 30 |

ANUL III de STUDII

SEMESTRUL VI

Activitatea didactică – 5 săptămâni

| Cod | Denumirea unității de curs | Total ore | | | Număr de ore pe tipuri de activități | | | Ore pe săptămână în auditoriu | | | | Forma de evaluare | Nr. puncte credite |
|---|----------------------------|-----------|----------------|-------------------|--------------------------------------|---------|--------------------|-------------------------------|------|---------|-------------|-------------------|--------------------|
| | | Total | Contact direct | Studiu individual | Curs | Seminar | Laborator/Practice | din care | | | | | |
| | | | | | | | | Total | Curs | Seminar | Lab./Pract. | | |
| S.06.O.032.11 | Management corporativ | 120 | 52 | 68 | 28 | 24 | - | 13 | 7 | 6 | - | E | 4 |
| S.06.O.033.11 | Practica de licență | 360 | 280 | 80 | - | - | - | - | - | - | - | E | 12 |
| O disciplină opțională | | | | | | | | | | | | | |
| S.06.A.034.11 | Management comparat | 120 | 52 | 68 | 28 | 24 | - | 13 | 7 | 6 | - | E | 4 |
| S.06.A.034.11 | Management inovativ | 120 | 52 | 68 | 28 | 24 | - | 13 | 7 | 6 | - | E | 4 |
| Total | | 900 | 384 | 516 | 56 | 48 | - | 26 | 14 | 12 | - | 3E | 20 |
| Total discipline obligatorii și opționale în planul de învățământ | | 5160 | 2454 | 2806 | | | | | | | | 37E 2V | 170 |
| Examenul de licență (elaborarea și susținerea tezei de licență) | | | | | | | | | | | | E | 10 |
| Total credite de studii acumulate | | | | | | | | | | | | | 180 |

Stagiile de practică

| Stagiile de practică | | Sem. | Durata nr. săpt. | Perioada | Număr de credite |
|----------------------|-----------------------|------|------------------|--------------|------------------|
| 1. | Practica în producție | IV | 4 | Februarie | 6 |
| 2. | Practica de licență | VI | 7 | Martie - Mai | 12 |

Examenul de licență

| Nr. crt. | Denumirea activității | Perioada |
|----------|-----------------------------|----------------------|
| 1. | Susținerea tezei de licență | Sem. VI, Mai - Iunie |

Discipline facultative (la libera alegere)

| Denumirea disciplinei | Anul | Sem. | Număr de ore pe tipuri de activități | | | Evaluări | Nr. de credite |
|---|-------|------|--------------------------------------|----|-----|----------|----------------|
| | | | C | S | L/P | | |
| 1. Limba română pentru alolingvi | I | I | | 30 | - | E | 2 |
| 2. Limba străină II (fr., germ., span.) | I-III | II-V | | 30 | - | E | 2 |
| 3. Sociologie | I | II | 16 | 14 | - | E | 2 |
| 4. Ecologie și protecția mediului | I | II | 16 | 14 | - | E | 2 |
| 5. Programare WEB | I | II | 16 | 14 | - | E | 2 |
| 6. Drept comunitar | I | II | 16 | 14 | - | E | 2 |
| 7. Deontologia asistențului social | I | II | 16 | 14 | - | E | 2 |
| 8. Cultura comunicării | I | II | 16 | 14 | - | E | 2 |
| 9. Fiabilitatea sistemelor | I | II | 16 | 14 | - | E | 2 |
| 10. Tehnologiile aplicațiilor Office | I | II | 16 | 14 | - | E | 2 |
| 11. Etica profesională | I | II | 16 | 14 | - | E | 2 |
| 12. Economie mondială și integrare europeană | I | II | 16 | 14 | - | E | 2 |
| 13. Design și estetica mărfurilor | II | III | 16 | 14 | - | E | 2 |
| 14. Cibernetica sistemelor economice | II | III | 16 | 14 | - | E | 2 |
| 15. Metodologia cercetărilor științifico-economice | II | III | 16 | 14 | - | E | 2 |
| 16. Istoria administrației publice din Republica Moldova | II | III | 16 | 14 | - | E | 2 |
| 17. Migrație și dezvoltare | II | III | 16 | 14 | - | E | 2 |
| 18. Studiul comunicării publice | II | III | 16 | 14 | - | E | 2 |
| 19. Metode numerice | II | III | 16 | 14 | - | E | 2 |
| 20. Asamblarea și depanarea PC | II | III | 16 | 14 | - | E | 2 |
| 21. Psihologia comunicării de afaceri | II | III | 16 | 14 | - | E | 2 |
| 22. Filosofia dreptului | II | III | 16 | 14 | - | E | 2 |
| 23. Geoconomia | II | IV | 16 | 14 | - | E | 2 |
| 24. Oenologie | II | IV | 16 | 14 | - | E | 2 |
| 25. Bazele nutriției | II | IV | 16 | 14 | - | E | 2 |
| 26. Dreptul European | II | IV | 16 | 14 | - | E | 2 |
| 27. Activitatea instituțiilor de credit nebancare | II | IV | 16 | 14 | - | E | 2 |
| 28. Finanțarea nebanară a întreprinderilor mici și mijlocii | II | IV | 16 | 14 | - | E | 2 |
| 29. Asigurări sociale și medicale | II | IV | 16 | 14 | - | E | 2 |
| 30. Asistența socială a șomerilor | II | IV | 16 | 14 | - | E | 2 |
| 31. Comunicare birotică și de secretariat | II | IV | 16 | 14 | - | E | 2 |
| 32. Politici de ocupare a forței de muncă | II | IV | 16 | 14 | - | E | 2 |
| 33. Grafica interactivă | II | IV | 16 | 14 | - | E | 2 |
| 34. Sisteme de operare II | II | IV | 16 | 14 | - | E | 2 |
| 35. Aditivi și ingrediente în alimentația publică | II | IV | 16 | 14 | - | E | 2 |
| 36. Drept constituțional comparat | II | IV | 16 | 14 | - | E | 2 |
| 37. Tranzacții internaționale | III | V | 16 | 14 | - | E | 2 |
| 38. Comerț internațional | III | V | 16 | 14 | - | E | 2 |
| 39. Design și estetică în marketing | III | V | 16 | 14 | - | E | 2 |
| 40. Igienă și sanitarie | III | V | 16 | 14 | - | E | 2 |
| 41. Psihologia comunicării | III | V | 16 | 14 | - | E | 2 |
| 42. Practici bursiere internaționale | III | V | 16 | 14 | - | E | 2 |
| 43. Corespondența economică în limba străină | III | V | 16 | 14 | - | E | 2 |
| 44. Protecția proprietății intelectuale | III | V | 16 | 14 | - | E | 2 |
| 45. Voluntariat și parteneriat în asistența socială | III | V | 16 | 14 | - | E | 2 |
| 46. Comunicare didactică | III | V | 16 | 14 | - | E | 2 |
| 47. Sisteme informatice contabile | III | V | 16 | 14 | - | E | 2 |
| 48. Economia informațională tenebră | III | V | 16 | 14 | - | E | 2 |
| 49. Control și audit financiar | III | V | 16 | 14 | - | E | 2 |
| 50. Grafica pe calculator | III | V | 16 | 14 | - | E | 2 |
| 51. Urbanism comercial și amenajarea teritoriului | III | V | 16 | 14 | - | E | 2 |
| 52. Corespondența juridică și economică | III | V | 16 | 14 | - | E | 2 |

Matricea corelării finalităților de studiu a programului cu cele ale unităților de curs

| Cod | Unitatea de curs | Finalități de studiu | | | | | | | | | | | | | | | | | | | |
|----------------------|--|----------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| F.01.O.001.21 | Microeconomie | V | | | | | V | V | | | | | | | | V | | | | | |
| F.01.O.002.62 | Matematică economică | V | | | | | | V | | | | | | | | | | | | | |
| G.01.O.003.63 | Informatică economică | V | | | | | | V | | | | | | | | V | | | | | |
| F.01.O.004.32 | Istoria gândirii economice | V | | | | | | | | | | | | | | | | V | | | |
| F.02.O.005.11 | Fundamentele managementului organizației | V | V | V | | V | | V | V | V | V | V | V | V | V | V | V | V | | V | V |
| G.01.O.006.33 | Limba străină | V | | | | | | | | | | V | V | | V | | | | | | |
| G.01.O.007.15 | Educație fizică I | | | | | | | | | | | | | | | | | | | | |
| F.02.O.008.21 | Macroeconomie | V | | | | | V | V | | | | | | | | V | | | | | |
| U.01.O.009.24 | Artă comunicării și etică profesională | V | | | | | V | | | | | V | V | | V | | | | | | V |
| F.02.O.010.21 | Economia unităților economice | V | | | | | V | V | | V | | | | | | V | V | | | | |
| F.02.O.011.62 | Statistică | V | | V | V | | | V | | | | | | | V | | | | | | |
| U.02.O.012.31 | Economie mondială și integrare europeană | V | | | | V | | | | | | | | | | | | | | | |
| G.02.O.013.33 | Limba străină de afaceri | V | | | | | | | | | | V | V | | V | | | | | | |
| G.02.O.014.15 | Educație fizică II | | | | | | | | | | | | | | | | | | | | |
| F.03.O.015.62 | Econometrie | V | | | V | | | V | | | | | | | | | | | | | |
| S.03.O.016.11 | Antreprenoriat și cultura afacerilor | V | V | V | V | V | V | V | V | | V | V | V | V | | | | | | V | V |
| F.03.O.017.12 | Marketing general și business to business | V | | | | | V | V | | | | V | | | | V | | | | | |
| S.03.O.018.52 | Bazele contabilității | V | | | | V | V | | | | | | | | V | | | | | V | V |
| S.03.O.019.14 | Merceologie și expertiza mărfurilor de larg consum | V | | | | | | | | | | | | | | V | | | | | |
| U.03.A.020.32 | Filosofie socială și economică | V | | | | | | | | | | | | | | V | | | | V | V |
| U.03.A.020.32 | Politologie | V | | | | | | | | | | | | | | V | | | | V | V |
| S.04.O.021.11/5 2 | Managementul Operațiunilor | V | | V | V | V | V | | | | V | V | V | V | V | V | V | V | V | V | V |
| S.04.O.022.11 | Practica în producție | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V |
| F.04.O.023.23 | Dreptul Afacerilor | V | | | V | V | | | | | | | | | | | | | | | |
| F.04.O.024.42 | Finanțele întreprinderii | V | | | | | | V | | | | | | | | | | | | | |
| S.04.O.025.52 | Contabilitatea întreprinderii | V | | | | V | | | | | | | | V | | | | | | V | V |
| S.04.A.026.13 | Economia Turismului | V | | | | | | V | | V | | | | | | | | | | | |
| S.04.A.026.13 | Turism Internațional | V | | | | | | V | | | | | | | | | | | | | |
| S.05.O.027.11 | Gestiunea firmei | V | V | V | V | V | V | V | | V | | V | V | V | V | V | V | V | V | V | V |
| S.05.O.028.22 | Managementul resurselor umane | V | | | | | | V | | | | V | V | | V | | | | | | |
| S.05.O.029.12 | Cercetări de marketing | V | | | | | | V | | | | V | | | | V | V | V | | | |
| S.05.A.030.11 | Managementul serviciilor | V | | | | | | V | | | | V | | | | V | | | | | |
| S.05.A.030.11 | Managementul aprovizionării și vânzărilor | V | | | | | | V | | | | | | | | V | V | V | | | |
| S.05.A.030.61 | Sisteme informaționale în management | V | | | | | | | | | | | | | | V | | | | | |
| S.05.A.031.12 | Logistica | V | | | | | | V | | | | | | | | | | | | | |
| S.05.A.031.12 | Tehnici de vânzări | V | | | | | | V | | | | V | V | | V | V | | | | | |

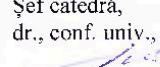
| | | | | | | | | | | | | | | | | | | | | |
|---------------|--|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S.06.O.032.11 | Management corporativ | V | V | | V | V | V | | V | | | V | V | V | | | | | V | V |
| S.06.O.033.11 | Practica de licență | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V |
| S.06.A.034.11 | Management comparat | V | | | | V | | | | | | V | | | | | | | V | |
| S.06.A.034.11 | Management inovational | V | | | | V | | | | | | V | V | | | | | | V | |
| | Examenul de licență: Elaborarea și susținerea tezei de licență | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V | V |

Examinat și avizat
CONSILIUL FACULTĂȚII
BUSINESS ȘI ADMINISTRAREA AFACERILOR
Proces verbal nr. 4 din 26.04.2017

Decan,
dr., conf. univ.,  Angela SOLCAN

Elaborat și validat
CATEDRA MANAGEMENT

Proces verbal nr. 8 din 30 ianuarie 2017

Șef catedră,
dr., conf. univ.,  Gheorghe ȚURCANU

Annex 3. Bachelor`Degree programme Business and Administration – English Translation

MINISTRY OF EDUCATION OF THE REPUBLIC OF MOLDOVA

ACADEMY OF ECONOMIC STUDIES OF MOLDOVA

COORDINATED

Ministry of Education
of the Republic of Moldova

Registration No. _____

APPROVED

AESM Senate
May 4, 2017
Minute No. 10

AESM Rector,
academician

Gr. Belostecinic

CURRICULUM

Cycle I – Bachelor education. Qualification level ISCED-6

Faculty: Business and Business Administration

General field of education: 36. Economic Science

Field of professional education: 363. Business and Administration

Specialty: 363.1 Business and administration

Total number of ECTS credits: 180

Awarded title: Bachelor in economic sciences

Original admission document: Baccalaureate Degree or an equivalent document; Higher education degree

Language of study: English-Romanian

CHISINAU, 2017

EXPLANATORY NOTE

I. Introduction

The needs and requirement in the modern society in terms of education of specialists in the field of Business and Administration stem from the current economic and social priorities of Moldova: integration in the world economic flow; decentralisation of economic activities; increasing decision-making autonomy; forming a reformatory managerial vision focused on economic performance and sustainable social development, etc. At the same time, it is essential for the national success that the change process start and be carried out at the level of organisation, be it private or public, economic or social. In this context, modern management should act as initiator, supporter, and promoter of change and innovation. Successful fulfilment of these social and professional desiderates in different types of public/private enterprises and organisation imply that proper knowledge and skills should be developed with the graduates of Business and Administration. Therefore, in order to be competitive on the domestic and foreign labour market, graduates need to get and be able to apply a set of professional and social skills and competences, as well as a variety of managerial tools.

Being fully in line with the mission and strategic objectives of AESM, this curriculum takes into account the major requirements existing on the labour market and *aims at educating competent managers/entrepreneurs, able to continuously self-develop and increase their own performances and those of the organisation, as well as to form an organisational environment and a team capable of satisfying clients' needs.*

This Curriculum has been developed in the following 5 stages:

- 1) **Reasoning (establishing the inputs).** The following actions have been conducted: analysis of the legal framework, regulatory documents on the education processes in higher education; analysis of the specific needs expressed by various categories of clients, beneficiaries, and partners (teachers and researchers, graduates, students and interested organisations in various fields); analysis of the newest research and development areas in the field of education; comparative analysis of curricula based on some models from prestigious national and international universities; analysis of the education environment and the current teaching methodologies for the corresponding field; analysis and assessment of the suggestions by the academia, some foreign experts, students; analysis of the observations and gaps identified during the previous academic years; development of the criteria for evaluation of education;
- 2) **Establishing the results (outcomes)** – the learning outcomes (competences) to be acquired by the students have been established by selecting from a wide range of outcomes the ones that are relevant for the students and the labour market, some of them having been identified based on the feedback from the latter;
- 3) **Securing an efficient and effective learning process** – a decision was made about the way in which students have to be guided and supported in order to meet the objectives and reach the curricular outcomes. The following items have been established and selected: the proper course units for developing the planned competences; the necessary workload (credit points) for each course; the sequence and manner of course teaching; the teachers have been selected and trained to deliver the subjects included in the curricula; proper bibliographic aids have been secured.

- 4) **Establishing the evaluation module** – a decision was made on the criteria for evaluation and the way in which it would be determined whether and when students have reached the planned outcomes. The content of the evaluation process was developed to secure the continuity of the education process;
- 5) **Editing, analysis, verification, validation and approval of the curriculum.**

II. Concept of specialists' education

The curriculum is designed to educate specialists for activities related to successful management, start-up and administration of business, as well as leading different subdivisions of an organisation. Within the economic entity, the specialist in the field of Business and Administration is the one who should ensure the normal run of all activities: planning the economic activity; establishing and improving the organisational structure of the company; securing economic resources; producing/providing services; sales; human resource management; efficiently operating the information and decision-making systems; overseeing the achievement of organisation's objectives; creating a positive organisational climate; establishing the productive team. At the same time, the graduates of Business and Administration are potential entrepreneurs, who will create jobs and new prospects for the social and economic progress of the country. In this line, they will be trained to identify and leverage business ideas and to stimulate and propagate the entrepreneurial spirit.

The graduates of the program have the possibility to conduct a variety of commercial and managerial activities within economic entities and organisations in various branches of the national economics, with different ownership forms (public, private, or mixt), as well as at national level. Graduates may continue their studies in the IInd cycle – Master level.

Therefore, the major aim of this curriculum is to form *integral and professionally competent personalities*, capable to meet the current and future demands on the domestic and international labour market, and who shall:

- Understand the importance of carrying out efficient and effective activity in the professional but also the daily life;
- Form and develop the competences necessary for self-fulfilment and success in the professional and business activity;
- Acquire knowledge and create added academic value in the field of Business and Administration, which shall serve as a foundation for the personal and professional development.

At the same time, the program will develop the following **generic key competences** in students: to analyse and diagnose a situation; to identify and solve problems; sense of initiative and entrepreneurship; critical and strategic thinking; team work; to prevent and solve conflicts; self-learning; justify decisions in a creative manner; communicate in a foreign language; use information technology; understand and be open to the cultures and customs of other peoples.

In order to successfully implement this educational offer, *a pleasant, qualitative, and productive student-centred education environment* has been created within AESM, which is based on the following principles of organising the personal, social, and professional education:

- Creating a genuine learning environment, close to the business environment and relevant for individual's interests and for meeting the planned objectives: acquiring knowledge, forming skills and competences; applying the latter during the studies and the internship;
- Matching theoretical aspects with abilities related to the realities of the business administration activities;
- Structuring the education approaches on the "learn by doing" concept and developing practical dexterities;
- Using modern education techniques, including with the aim at developing creativity.

III. Learning outcomes

The outcomes shall be achieved by tapping the content of the course units, as well as by properly using the teaching-learning-research-self-development-evaluation activities.

By the end of the academic period, the student shall be able to:

1. show functional knowledge in the following areas: economic theory – genesis, essence, methodology and method, laws governing economics; management – developments in the science of management, main managerial processes and functions; marketing – development and implementation of the marketing policy of enterprise; markets – research, operation and development of the markets of resources, goods, and services; customers – influencing factors, purchase and consumption processes, consumption models; law – knowing the legal framework on entrepreneurship and enterprises, small business, consumer protection, and advertising in Moldova; finance – finance management; applying accounting and other financial systems; information systems – development and use of information systems with an impact on carrying out the managerial functions within the organisation;
2. start and develop a business;
3. be familiar with the methods to identify business ideas and assess opportunities
4. be familiar with the methods of assessment and minimisation of business risks;
5. secure the conduct of activities in line with the legislation in force;
6. conduct the activity of the organisation in line with the demands of the market;
7. adopt optimal decisions in uncertain conditions;
8. prepare the organisational structure of the entity;
9. evaluate and improve the efficiency and effectiveness of the activities within the organisation;
10. get self-motivated and increase own work efficiency;
11. establish teams and develop cooperation;
12. motivate and establish productive work relations;
13. apply the quality management system;
14. communicate in a persuasive and efficient manner, including in an international language;
15. efficiently use and manage the available resources;
16. organise the research process in the field of business and administration;
17. solve problems in the field of business administration;
18. develop projects and coordinate the implementation thereof.

19. be familiar with the areas of competence and involvement of managers at different hierarchical levels;
20. follow the principles, values and rules of professional ethics.

Academic calendar

(In weeks)

| Academic year | Teaching activities | | Examination sessions | | Internship | Holydays | | |
|---------------|---------------------|---------|----------------------|---------|------------|----------|--------|--------|
| | Sem. I | Sem. II | Sem. I | Sem. II | | Winter | Spring | Summer |
| I | 15 | 15 | 4 | 4 | - | 3 | 1 | 10 |
| II | 15 | 11 | 4 | 4 | 4 | 3 | 1 | 10 |
| III | 15 | 5 | 4 | 1 | 7 | 3 | 1 | - |

Academic Process Plan by Semesters/Years

Year I, Semester I

| Code | Name of course unit | Total hours | | | No. of hours by types of activities | | | Hours per week in classroom | | | | Form of evaluation | No. of credits |
|---------------|---|-------------|----------------|------------------|-------------------------------------|------------|---------------------|-----------------------------|----------|-----------|---------------------|--------------------|----------------|
| | | Total | Direct contact | Individual study | Lecture | Seminar | Laboratory/Practice | Total | Lecture | Seminar | Laboratory/Practice | | |
| F.01.O.001.21 | Microeconomics | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| F.01.O.002.62 | Economic Mathematics | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| G.01.O.003.63 | Economic Informatics | 150 | 60 | 90 | 14 | - | 46 | 4 | 1 | - | 3 | E | 5 |
| F.01.O.004.32 | History of Economic Thinking | 150 | 44 | 106 | 30 | 14 | - | 3 | 2 | 1 | - | E | 5 |
| F02.O.005.11 | Basics of organisation management/Project | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| U.01.O.006.33 | Business Foreign Language I (English) | 150 | 90 | 60 | - | 90 | - | 6 | - | 6 | - | E | 5 |
| G.01.O.007.15 | Physical education I | 30 | 30 | - | - | 30 | - | 2 | - | 2 | - | V | - |
| | Total | 930 | 404 | 526 | 134 | 224 | 46 | 27 | 9 | 15 | 3 | 6E, 1V | 30 |

Year I, Semester II

| Code | Name of course unit | Total hours | | | No. of hours by types of activities | | | Hours per week in classroom | | | | Form of evaluation | No. of credits |
|---------------|--|-------------|----------------|------------------|-------------------------------------|------------|---------------------|-----------------------------|-----------|-----------|---------------------|--------------------|----------------|
| | | Total | Direct contact | Individual study | Lecture | Seminar | Laboratory/Practice | Total | Lecture | Seminar | Laboratory/Practice | | |
| F.01.O.001.21 | Microeconomics | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| U.01.O.005.24 | Art of communication and professional Ethics/Project | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| F.02.O.010.21 | Economics of economic entities | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| F.02.O.012.62 | Statistics | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| F.02.O.013.31 | World economics and European Integration | 150 | 44 | 106 | 30 | 14 | - | 3 | 2 | 1 | - | E | 5 |
| U.02.O.013.33 | Business Foreign Language II (English) | 150 | 90 | 60 | - | 90 | - | 6 | - | 6 | - | E | 5 |
| G.02.O.014.15 | Physical education II | 30 | 30 | - | - | 30 | - | 2 | - | 2 | - | V | - |
| | Total | 930 | 404 | 526 | 150 | 254 | | 27 | 10 | 17 | - | 6E, 1V | 30 |

Year II, Semester III

| Code | Name of course unit | Total hours | | | No. of hours by types of activities | | | Hours per week in classroom | | | | Form of evaluation | No. of credits |
|----------------------------|---|-------------|----------------|------------------|-------------------------------------|------------|---------------------|-----------------------------|-----------|-----------|---------------------|--------------------|----------------|
| | | Total | Direct contact | Individual study | Lecture | Seminar | Laboratory/Practice | Total | Lecture | Seminar | Laboratory/Practice | | |
| F.03.O.015.62 | Econometrics | 150 | 60 | 90 | 30 | 30 | - | 4 | 2 | 2 | - | E | 5 |
| S.03.O.016.11 | Entrepreneurship and business culture/Project | 240 | 120 | 120 | 60 | 60 | | 8 | 4 | 4 | | 2E | 8 |
| S.03.O.017.12 | General and business to business Marketing | 150 | 90 | 60 | 60 | 30 | - | 6 | 4 | 2 | - | E | 5 |
| S.03.O.018.52 | Basics of Accounting | 120 | 60 | 60 | 30 | 30 | - | 4 | 2 | 2 | - | E | 4 |
| S.03.O.022.14 | Commodity and consumer goods research | 120 | 60 | 60 | 30 | 14 | 16 | 4 | 2 | 2 | - | E | 4 |
| | Total | 780 | 390 | 390 | 210 | 164 | 16 | 26 | 14 | 12 | - | 6E | 26 |
| One optional course | | | | | | | | | | | | | |
| U.03.A.020. 32 | Social and Economic Philosophy | 120 | 44 | 76 | 30 | 14 | - | 3 | 2 | 1 | - | E | 4 |

| | | | | | | | | | | | | | |
|---|-------------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|----------|-----------|-----------|
| U.03.A.020. 32 | Political Science | 120 | 44 | 76 | 30 | 14 | - | 3 | 2 | 1 | - | E | 4 |
| Total hours mandatory and optional courses | | 900 | 434 | 466 | 240 | 178 | 16 | 29 | 16 | 13 | - | 7E | 30 |

Year II, Semester IV

| Code | Name of course unit | Total hours | | | No. of hours by types of activities | | | Hours per week in classroom | | | | Form of evaluation | No. of credits |
|---|--------------------------------|-------------|----------------|------------------|-------------------------------------|------------|---------------------|-----------------------------|-----------|----------|---------------------|--------------------|----------------|
| | | Total | Direct contact | Individual study | Lecture | Seminar | Laboratory/Practice | Total | Lecture | Seminar | Laboratory/Practice | | |
| S.04.O.021.11/52 | Operations Management /Project | 300 | 104 | 196 | 55 | 55 | - | 10 | 7 | 2 | - | 3E | 10 |
| F.04.O.022.23 | Business Law | 120 | 44 | 76 | 30 | 14 | - | 4 | 3 | 3 | - | E | 4 |
| S.04.O.023.52 | Enterprise Accounting | 90 | 44 | 46 | 22 | 22 | - | 4 | 3 | 1 | - | E | 3 |
| F.04.O.024.42 | Corporate finances | 120 | 44 | 76 | 30 | 14 | - | 4 | 3 | 1 | - | E | 4 |
| S.04.O.025.11 | Internship | 180 | 160 | 20 | | | - | | | 1 | - | E | 6 |
| | Total | 810 | 396 | 414 | 134 | 102 | | 22 | 16 | 6 | - | 7E | 27 |
| One optional course | | | | | | | | | | | | | |
| U.04.A.026. 13 | Tourism Economics | 90 | 44 | 46 | 30 | 14 | - | 4 | 3 | 1 | - | E | 3 |
| U.04.A.026. 13 | International Tourism | 90 | 44 | 46 | 30 | 14 | - | 4 | 3 | 1 | - | E | 3 |
| Total hours mandatory and optional courses | | 900 | 440 | 560 | 164 | 116 | | 26 | 19 | 7 | - | 8E | 30 |

Year III, Semester V

| Code | Name of course unit | Total hours | | | No. of hours by types of activities | | | Hours per week in classroom | | | | Form of evaluation | No. of credits |
|---------------|----------------------------|-------------|----------------|------------------|-------------------------------------|------------|---------------------|-----------------------------|-----------|-----------|---------------------|--------------------|----------------|
| | | Total | Direct contact | Individual study | Lecture | Seminar | Laboratory/Practice | Total | Lecture | Seminar | Laboratory/Practice | | |
| S.05.O.027.11 | Company Management/Project | 420 | 180 | 240 | 90 | 90 | - | 12 | 6 | 6 | - | 3E | 14 |
| S.05.O.028.22 | Human Resources Management | 120 | 60 | 60 | 30 | 30 | - | 4 | 2 | 2 | - | E | 4 |
| S.05.O.029.12 | Marketing Research | 120 | 60 | 60 | 30 | 30 | - | 4 | 2 | 2 | - | E | 4 |
| | Total | 660 | 300 | 360 | 150 | 150 | | 20 | 10 | 10 | - | 5E | 22 |

| | | | | | | | | | | | | | |
|---|--------------------------------|------------|------------|------------|------------|----------------|-------------|-----------|-----------|--------------|------------|-----------|-----------|
| One optional course I | | | | | | | | | | | | | |
| S.05.A.030. 11 | Service Management | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| S.05.A.030. 11 | Supply and Sales Management | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| S.05.A.030.61 | Management Information Systems | 120 | 44 | 76 | 22 | - | 22 | 3 | 2 | - | 1 | E | 4 |
| One optional course II | | | | | | | | | | | | | |
| S.05.A.031. 12 | Logistics | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| S.05.A.031. 12 | Sale Techniques | 120 | 44 | 76 | 22 | 22 | - | 3 | 2 | 1 | - | E | 4 |
| Total hours mandatory and optional courses | | 900 | 388 | 512 | 194 | 194/172 | 0/22 | 26 | 14 | 12/11 | 0/1 | 7E | 30 |

Year III, Semester VI

| Code | Name of course unit | Total hours | | | No. of hours by types of activities | | | Hours per week in classroom | | | | Form of evaluation | No. of credits |
|--|-----------------------|-------------|----------------|------------------|-------------------------------------|-----------|---------------------|-----------------------------|-----------|-----------|---------------------|-------------------------|----------------|
| | | Total | Direct contact | Individual study | Lecture | Seminar | Laboratory/Practice | Total | Lecture | Seminar | Laboratory/Practice | | |
| S.06.O.032.11 | Corporate Management | 120 | 52 | 68 | 28 | 24 | - | 12 | 6 | 6 | - | 3E | 14 |
| S.06.O.033.11 | Final Internship | 360 | 280 | 80 | - | - | - | 4 | 2 | 2 | - | E | 4 |
| One optional course I | | | | | | | | | | | | | |
| S.06.A.034. 11 | Compared Management | 120 | 52 | 68 | 28 | 24 | - | 13 | 7 | 6 | - | E | 4 |
| S.06.A.034. 11 | Innovation Management | 120 | 52 | 68 | 28 | 24 | - | 13 | 7 | 6 | - | E | 4 |
| Total | | 900 | 384 | 516 | 56 | 48 | - | 26 | 14 | 12 | - | 3E | 20 |
| Total hours mandatory and optional courses for the curriculum | | 5160 | 2454 | 2806 | | | | | | | | 37E 2V | 170 |
| <i>Final examination (Development and presentation of the Bachelor Thesis)</i> | | | | | | | | | | | | E | 10 |
| Total credits accumulated | | | | | | | | | | | | | 180 |

Internships

| No. | Internships | Semester | No. of weeks | Period | No. of credits |
|-----|-------------------------|----------|--------------|-----------|----------------|
| 1 | Production Internship | IV | 4 | February | 6 |
| 2 | Dissertation Internship | VI | 7 | March-May | 12 |

Dissertation Examination

| No. | Name of activity | Semester |
|-----|-------------------------------------|-----------------------|
| 1 | Presentation of the BA dissertation | Semester VI, May-June |

Optional courses

| No. | Course name | Year | Semes. | Number of hours per types of activities | | | Evaluations | No. of credits |
|-----|---|-------|--------|---|----------|---------------|-------------|----------------|
| | | | | Lectures | Seminars | Lab./Practice | | |
| 1 | Romanian language for allophones | I | I | | 30 | - | E | 2 |
| 2 | Foreign language II (Fr., Germ., Span.) | I-III | II-V | | 30 | - | E | 2 |
| 3 | Sociology | I | II | 16 | 14 | - | E | 2 |
| 4 | Environmental protection | I | II | 16 | 14 | - | E | 2 |
| 5 | Web programming | I | II | 16 | 14 | - | E | 2 |
| 6 | Community law | I | II | 16 | 14 | - | E | 2 |
| 7 | Ethics of the Social Assistant | I | II | 16 | 14 | - | E | 2 |
| 8 | Culture of communication | I | II | 16 | 14 | - | E | 2 |
| 9 | Reliability of the systems | I | II | 16 | 14 | - | E | 2 |
| 10 | Technology of Office applications | I | II | 16 | 14 | - | E | 2 |
| 11 | Professional ethics | I | II | 16 | 14 | - | E | 2 |
| 12 | World economics and EU integration | I | II | 16 | 14 | - | E | 2 |
| 13 | Design and aesthetics of commodities | II | III | 16 | 14 | - | E | 2 |
| 14 | Cybernetics of economic systems | II | III | 16 | 14 | - | E | 2 |
| 15 | Methodology of scientific and economic researches | II | III | 16 | 14 | - | E | 2 |
| 16 | History of public administration in Moldova | II | III | 16 | 14 | - | E | 2 |
| 17 | Migration and development | II | III | 16 | 14 | - | E | 2 |
| 18 | Study of public communication | II | III | 16 | 14 | - | E | 2 |
| 19 | Numeric methods | II | III | 16 | 14 | - | E | 2 |
| 20 | PC assembling and troubleshooting | II | III | 16 | 14 | - | E | 2 |
| 21 | Psychology of business communication | II | III | 16 | 14 | - | E | 2 |
| 22 | Philosophy of law | II | III | 16 | 14 | - | E | 2 |
| 23 | Geo-economics | II | IV | 16 | 14 | - | E | 2 |
| 24 | Oenology | II | IV | 16 | 14 | - | E | 2 |
| 25 | Fundamentals of nutrition | II | IV | 16 | 14 | - | E | 2 |
| 26 | European law | II | IV | 16 | 14 | - | E | 2 |

| | | | | | | | | |
|----|--|-----|----|----|----|---|---|---|
| 27 | Activity of non-banking credit institutions | II | IV | 16 | 14 | - | E | 2 |
| 28 | Non-bank financing of small and medium enterprises | II | IV | 16 | 14 | - | E | 2 |
| 29 | Social and health insurance | II | IV | 16 | 14 | - | E | 2 |
| 30 | Social security of the unemployed | II | IV | 16 | 14 | - | E | 2 |
| 31 | Office and secretarial communication | II | IV | 16 | 14 | - | E | 2 |
| 32 | Employment policies | II | IV | 16 | 14 | - | E | 2 |
| 33 | Interactive graphics | II | IV | 16 | 14 | - | E | 2 |
| 34 | Operation systems II | II | IV | 16 | 14 | - | E | 2 |
| 35 | Additives and ingredients in public catering | II | IV | 16 | 14 | - | E | 2 |
| 36 | Compared constitutional law | II | IV | 16 | 14 | - | E | 2 |
| 37 | International transactions | III | V | 16 | 14 | - | E | 2 |
| 38 | International trade | III | V | 16 | 14 | - | E | 2 |
| 39 | Design and aesthetics in marketing | III | V | 16 | 14 | - | E | 2 |
| 40 | Hygiene and sanitation | III | V | 16 | 14 | - | E | 2 |
| 41 | Psychology of communication | III | V | 16 | 14 | - | E | 2 |
| 42 | International stock exchange practices | III | V | 16 | 14 | - | E | 2 |
| 43 | Economic correspondence in foreign language | III | V | 16 | 14 | - | E | 2 |
| 44 | Intellectual property protection | III | V | 16 | 14 | - | E | 2 |
| 45 | Volunteering and partnerships in social assistance | III | V | 16 | 14 | - | E | 2 |
| 46 | Didactic communication | III | V | 16 | 14 | - | E | 2 |
| 47 | Accounting information systems | III | V | 16 | 14 | - | E | 2 |
| 48 | Grey information economics | III | V | 16 | 14 | - | E | 2 |
| 49 | Financial audit | III | V | 16 | 14 | - | E | 2 |
| 50 | Computer graphics | III | V | 16 | 14 | - | E | 2 |
| 51 | Commercial urbanism and land planning | III | V | 16 | 14 | - | E | 2 |
| 52 | Legal and economic correspondence | III | V | 16 | 14 | - | E | 2 |

Matrix of Program and Course Unit Outcomes Correlation

| Code | Course unit | Learning outcomes | | | | | | | | | | | | | | | | | | | |
|---------------|------------------------------|-------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| F.01.O.001.21 | Macroeconomics | V | | | | | V | V | | | | | | | | V | | | | | |
| F.01.O.002.62 | Economic mathematics | V | | | | | | V | | | | | | | | | | | | | |
| G.01.O.003.63 | Economic informatics | V | | | | | | V | | | | | | | | V | | | | | |
| F.01.O.004.32 | History of economic thinking | V | | | | | | | | | | | | | | | | | | | |

Annex 4. Advertising flyer of the study programme Business and Administration - 2017

PERSPECTIVE PROFESIONALE

Absolvenții au posibilitatea să execute o varietate de activități comerciale și manageriale, activând în calitate de:

- întreprinzător
- manager
- economist
- coordonator de proiect
- consultant/instructor
- agent comercial
- funcționar în instituțiile publice

OPORTUNITĂȚI DE CONTINUARE A STUDIILOR

- ➔ ciclul II, Masterat;
- ➔ programe de colaborare cu universități din alte țări



BUSINESS ADMINISTRATION

Program de studii re proiectat în cadrul proiectului PBLMD - "Introducing Problem Based Learning in Moldova: Toward Enhancing Students' Competitiveness and Employability"

<http://www.pblmd.aau.dk>



Erasmus+

Acest proiect a fost finanțat cu suportul Uniunii Europene

Academia de Studii Economice a Moldovei

mun. Chișinău, str. Mitropolit Bănulescu - Bodoni 61, MD-2005

tel. 373 22 2241 28

fax 373 22 22 19 68

e-mail: anticamera@ase.md

www.ase.md

www.facebook.com/ASEM.BA



Universitatea angajată în viitor !

BUSINESS ADMINISTRATION
New!

Facultatea Business și Administrarea Afacerilor

DESPRE PROGRAM

Programul de studii Business Administration are drept scop formarea specialiștilor cu o pregătire universitară (ciclul I, Licență) pentru activități ce se referă la management, inițierea și administrarea cu succes a afacerilor, indiferent de mărime și domeniul de activitate, precum și în asociații necomerciale și în administrația publică.

DURATA STUDIILOR:

3 ani/ 6 semestre

LIMBA DE INSTRUIRE:

Engleză/Română

CREDITE DE STUDIU ECTS:

180

TITLUL OBȚINUT:

Licențiat în științe economice

BAZA ADMITERII

Diploma de bacalaureat sau un act echivalent de studii, diploma de studii superioare.



METODE DE PREDARE-ÎNVĂȚARE

Programul de studii este bazat pe noile metode de predare-învățare centrate pe student, inclusiv: învățarea bazată pe probleme (PBL), proiecte, lucru în echipă, e-Learning, co-predare cu profesori din universități străine.

OPORTUNITĂȚI DE PRACTICĂ

Programul de studii prevede stagii de practică în anul II, proiect de semestru interdisciplinar în grup (studenți de la 6 universități și un stagiul de elaborare a tezei de licență în anul III).

OPORTUNITĂȚI DE STUDII PESTE HOTARE

30 de studenți, cu rezultate academice bune, vor studia 1 semestru (anul 2) la Universitatea Aalborg din Danemarca sau Universitatea din Gloucestershire, Marea Britanie. Mobilitatea va fi finanțată în cadrul proiectului PBLMD "Introducing Problem Based Learning in Moldova: Toward Enhancing Students' Competitiveness and Employability", programul Erasmus+. <http://www.pblmd.aau.dk>

CONȚINUTUL PROGRAMULUI

- ✓ Micro/Macroeconomie
- ✓ Finanțele întreprinderii
- ✓ Economia Unităților Economice
- ✓ Statistică
- ✓ Contabilitatea întreprinderii
- ✓ Marketing
- ✓ Dreptul Afacerilor
- ✓ Fundamentele managementului Organizației
- ✓ Antreprenariat
- ✓ Managementul calității
- ✓ Managementul resurselor umane
- ✓ Management inovațional etc.



COMPETENȚE DOBÂNDITE

La finalizarea programului de studii absolventul va fi competent să:

- ✓ să rezolve probleme din domeniul administrării afacerilor;
- ✓ să comunice convingător și eficient, inclusiv într-o limbă de circulație internațională;
- ✓ să inițieze și dezvolte o afacere;
- ✓ să asigure desfășurarea activităților în conformitate cu legislația în vigoare;
- ✓ să utilizeze tehnologiile informaționale;
- ✓ să adopte decizii în condiții de risc și incert;
- ✓ să utilizeze și gestioneze eficient resursele disponibile;
- ✓ să elaboreze și să coordoneze realizarea proiectelor;
- ✓ să aplice principiile, valorile și normele eticii profesionale.

Pentru mai multe informații despre program, vă rugăm să vizitați site-ul nostru:

<http://ase.md/files/planuri/zi/Business-si-Administrare.pdf>

ASEM - UNIVERSITATEA ANGAJATĂ ÎN VIITOR !

Annex 5: Poster of the Business and Administration study programme

BUSINESS ADMINISTRATION

New!

ASEM - UNIVERSITY ENGAGED IN THE FUTURE!



ASEM
Academy of Economic Studies of Moldova
Faculty of Business Management and Administration

PROGRAMME DESCRIPTION

The programme of study "Business Administration" aims at training professionals with an academic background (Cycle I, Bachelor) for activities that refer to the set-up and successful management of businesses, regardless of the extent and field of business, including non-government organizations and public administration.

LENGTH OF STUDY: 3 years/ 6 semesters

LANGUAGE OF STUDY: English/ Romanian

STUDY CREDITS ECTS: 180

QUALIFICATION:
Bachelor of economics

ADMISSION REQUIREMENTS
Baccalaureate diploma or an equivalent degree of study, higher education diploma.

OPPORTUNITIES FOR ACADEMIC MOBILITY
Thirty 2nd year students with best academic results will have the opportunity to study one semester at Aalborg University, Denmark or at the University of Gloucestershire, Great Britain. The mobility will be financed by ERASMUS+ Project, PBLMD „Introducing Problem Based Learning in Moldova: Toward Enhancing Students' Competitiveness and Employability”.
<http://www.pblmd.aau.dk>

INTERNSHIP OPPORTUNITIES
The programme of study includes an internship period in the 2nd year, a semester interdisciplinary group project and a practice period for writing the thesis.



TEACHING-LEARNING METHODS

The new programme of study is based on new student centred teaching-learning methods such as: problem based learning (PBL), projects, team work, e-Learning, co-teaching by foreign academic staff.

ACQUIRED SKILLS
Upon completion of the programme of study the graduates will be able to:

- ✓ Display field-related knowledge;
- ✓ Solve business administration problems;
- ✓ Launch and develop a business;
- ✓ Run legal business activities;
- ✓ Take decisions under risk and uncertainty;
- ✓ Develop and coordinate projects;
- ✓ Apply business ethics principles, values and norms;
- ✓ Communicate persuasively and efficiently, inclusively in a foreign language.

PROFESSIONAL PROSPECTS
The graduates of the new programme of study will have the opportunity to perform commercial and managerial activities and act as:

- Entrepreneurs
- Managers
- Economists
- Project coordinators

- Trade agents
- Public officers
- Advisors/trainers.

For additional information please visit our site:
<http://ase.md/files/planuri/zi/Business-si-Administrare.pdf>

Redesigned study program within the project
PBLMD - "Introducing Problem Based Learning in Moldova: Toward Enhancing Students' Competitiveness and Employability"
<http://www.pblmd.aau.dk>



Erasmus+

This project has been funded with support from the European Commission





mun. Chişinău, Mitropolit Bănulescu -
Bodoni 61 street, MD-2005



tel. 373 22 2241 28



fax 373 22 22 19 68



e-mail: anticamera@ase.md



www.ase.md
www.facebook.com/ASEM.BAA

Annex 6: AESM's grading system

Grading of the students will be done according to the following grading scale:

- a) **Grade 10 or “excellent” (ECTS - A equivalent)** is given for the profound and remarkable demonstration of the theoretical and practical skills developed by the course unit / module, creativity and skills in the application of acquired competences, considerable independent work and versatile knowledge of literature in that field. The student has mastered 91-100% of the material included in the curriculum / syllabus of the course unit / module.
- b) **Grade 9 or “very good” (ECTS - B equivalent)** is given for a very good demonstration of the theoretical and practical skills developed by the course unit / module, very good skills in the application of competences acquired with some insignificant / nonessential errors. The student has mastered 81-90% of the material included in the curriculum / syllabus of the course unit / module.
- c) **Grade 8 or “good” (ECTS - C equivalent)** is given for the good demonstration of the theoretical and practical skills developed by the course unit / module, good abilities to apply the learning objectives with a certain lack of trust and imprecision related to the depth and details of the course unit / module, but which the student can correct by answering additional questions. The student acquired 71-80% of the material included in the curriculum / syllabus of the course unit / module.
- d) **Grades 6 and 7 or “satisfactory” (ECTS - D equivalent)** are awarded to demonstrate basic skills developed by the course unit / module and their ability to apply in typical situations. The student's response is unreliable and there are considerable loopholes in knowing the course unit / module. The student acquired 61-65% and 66-70% respectively of the material included in the curriculum / syllabus of the course unit / module.
- e) **Grade 5 or “weak” (ECTS - E equivalent)** is awarded for the demonstration of the minimum competences in the field of the course unit / module, in the implementation of which he / she encounters many difficulties. The student has mastered 51 to 60% of the material included in the curriculum / syllabus of the course unit / module.
- f) **Grades 3 and 4 (ECTS - FX equivalent)** are awarded when the student fails to demonstrate the minimum competences and further training is required to promote the course unit. The student acquired 31-40% and 41-50% of the material, respectively.
- g) **Grades 1 and 2 or “unsatisfactory” (ECTS - F equivalent)** are awarded to the student who cheated or demonstrated a minimum knowledge of the learning material of 0 - 30%. In this case, for the promotion of the course unit, the student is still required a lot of work to do.