

## **„Business and Administration” at CSU**

### **Cahul State University „Bogdan Petriceicu Haşdeu”**

#### **Work Package 4**

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*"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"*

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# 1 INTRODUCTION

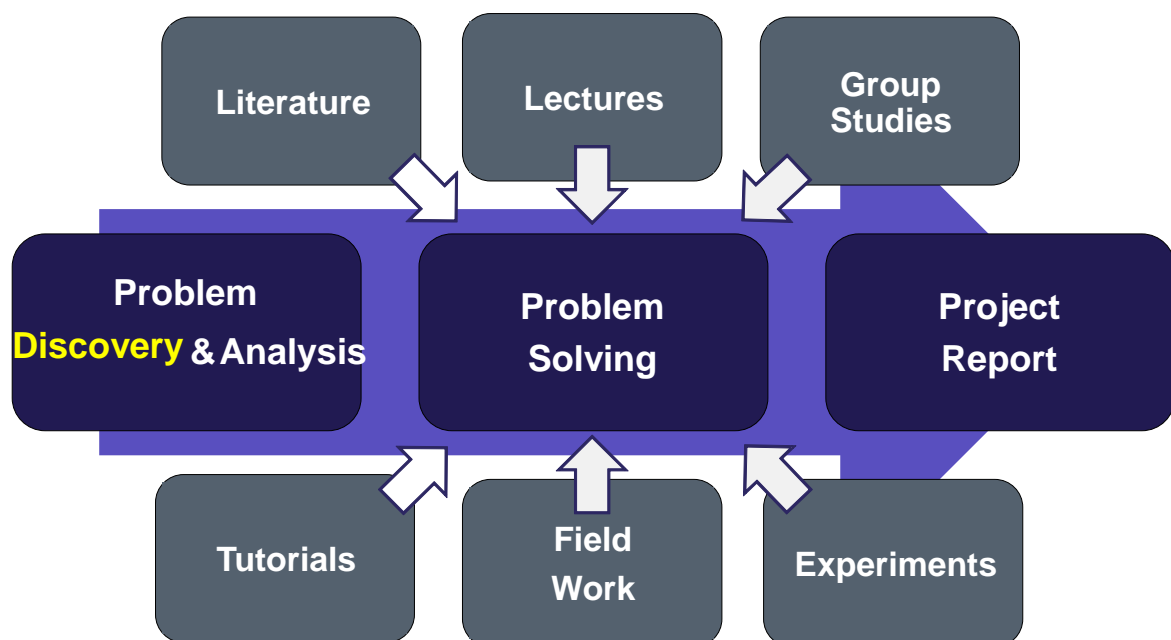
The purpose of this Work Package - WP4 - is to develop the *Business and Administration* study programme, based on the implementation of PBL [Annex 1], student-centered active teaching and learning at the *State University „B.P.Hasdeu” of Cahul*. Specifically, this report will propose an innovative bachelor's degree study programme based on PBL *Business and Administration* implemented since September 1, 2017 [Annex 2].

In this report, we rely on the findings outlined in WP2 and WP3 that we have developed in 2015-2017. We also rely on the experience we have accumulated during our study visits and staff mobility at EU partner universities as well as the experience gained 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**

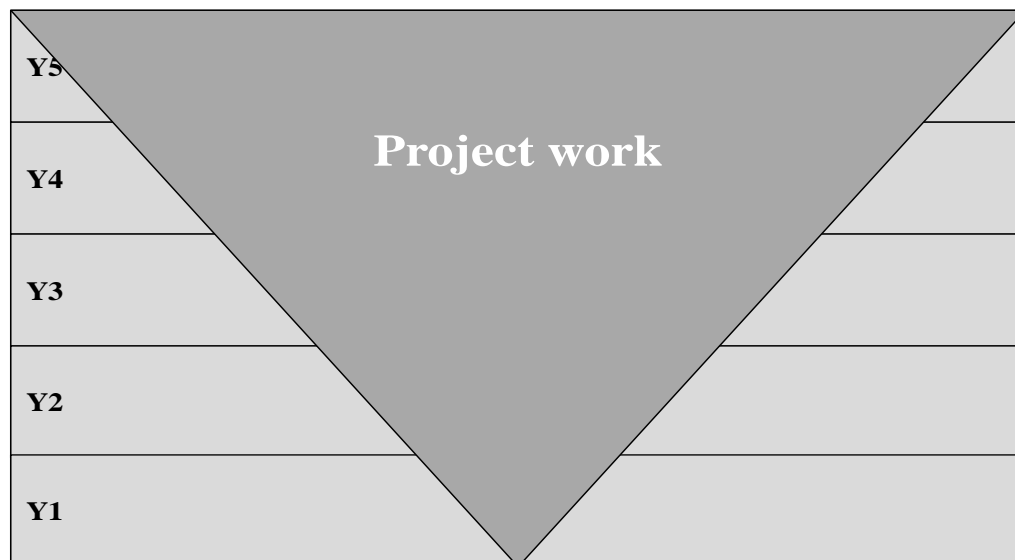


Source: AAU, 2017 (the word 'Discovery' is introduced by Romeo V. Turcan)

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

The implementation of the PBL methodology within the „Business and Administration” pilot study programme [Annex 2] will allow the focusing of learning / evaluation activities on the student. It is expected that this methodology will be introduced over the next two years in other faculty programmes, so that in up to three years all specialties (8 in number) of this faculty will be based on the PBL methodology.

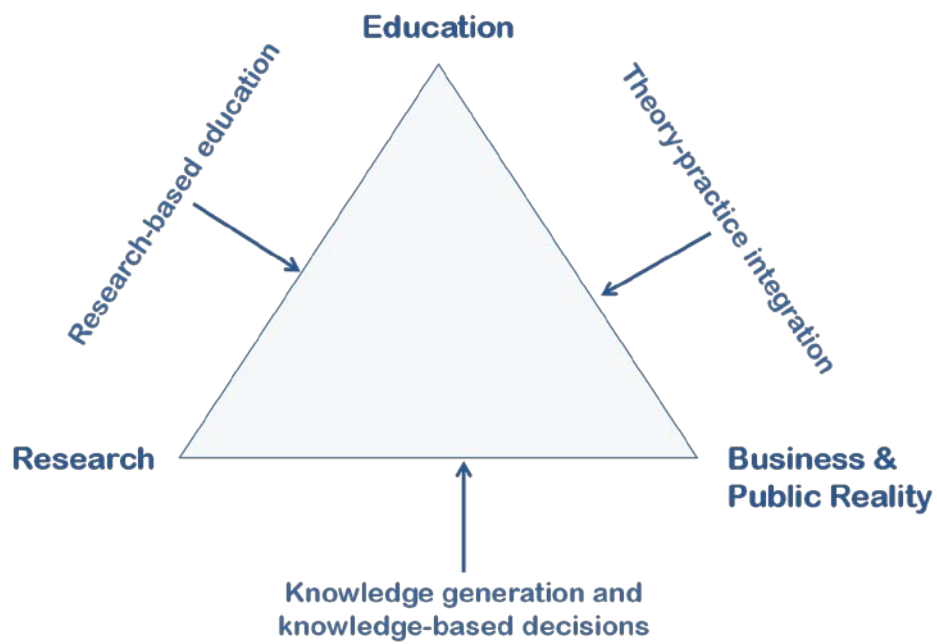
The benefits from implementing this methodology would be for both students, didactic and scientific staff, and the entire university. As far as students are concerned, the implementation of this method will allow a better adjustment of students’ knowledge, skills and abilities to the needs of the labor market. Collaboration between university and business and group project development involves better student training and better preparedness to work collectively. Once again, this methodology will help identify problems and formulate solutions for any type of activity with varying degrees of risk.

An advantage for teachers would be the enrichment of the personal portfolio with modern methods and techniques, the more frequent use of information technologies during lessons. Using the Moodle platform in teaching and evaluating student knowledge would make it easier for students training and increase objectivity in assessing their knowledge.

And as to the benefits at university level, here we should mention the increase of the university’s competitiveness and attractiveness. By developing relations of collaboration with the entrepreneurial environment, the importance of the university at the regional level will be stated.

Tripartite collaboration between the university, the business environment and the Local Public Administration will be stepped up.

**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

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### 2.1 OVERVIEW

The mission and **objectives of the study programme** [Annex 2] fit into the mission and objectives of the University, as set out in the CSU Charter and the Institutional Development Strategy for the period 2017-2021, which in turn is rallied to national strategies, realities and trends in the field.

Thus, the programme [Annex 2] is carried out in accordance with the purpose of the institution that promotes education and research in accordance with the requirements of a knowledge-based society and continuous education and integration in the European and world circuit, contributing to local, regional and national development from the social, economic, and cultural point of view, through a strong involvement in community life.

The study programme „Business and Administration” [Annex 2] aims at the formation of specialists in the field of *Economic Sciences*, being trained for organizing and managing the activity at the level of economic agents, with different forms of ownership (state, private or mixed), as well as at national level: specialists able to think strategically and creatively, adopt quality decisions, leaders oriented to improve the performance of the organization towards quality and continuous improvement. Training within this programme finishes with awarding the graduate the title of Bachelor in Economic Sciences.

In order to fulfill the mission of the field the Business and Administration study programme [Annex 2] falls into, the following objectives are set and achieved: curriculum compatibility for a closer correlation with the curricula of similar national and European study programmes for the purpose of widespread application of the European system of transferable credits, equivalence and recognition of diplomas; orientating the content of disciplines to provide students / graduates with the necessary skills to integrate into the national and European labor market; the development of educational modules in partnerships in the country and in Europe, through the mutual mobility of the teaching staff of the University and the partner institutions.

In drawing up the educational plans (for full-time and part-time education) for the Business and Administration programme [Annex 2], we focused on the requirements of student-centered education aimed at acquiring the learning outcomes and skills training provided by the **National Qualifications Framework**, on the **European Qualifications Framework**, on cycles and on the general field of study and on the field of professional training. The accentuation of the pragmatic character of the formative content of the course units included in the educational plan leads to the achievement of the learning outcomes and the training of the competences for the concerned professional training field. The outcomes system is presented in the Study Programme and the Diploma Supplement, the title awarded to the graduates corresponds to the objectives of the requirements and of the outcomes established for the specialties in the field of professional training 36. Economic Sciences, approved in the Nomenclature of Professional Education and Training in higher education institutions, cycle I, approved by Law no. 142 of 07.07.2005.

The ***educational plan*** of the university study programme at "Business and Administration" [Annex 2] has been elaborated in accordance with the legislation in force existing at national level and the level of the CSU institution. The educational plan for the study programme is also developed in accordance with the competences that define the qualification. The Educational Plan [Annex 1] has been linked to the objectives of the ERASMUS + project "Introducing Problem Based Learning in Moldova: Toward Enhancing Students' Competitiveness and Employability" drawn up in accordance with the provisions:

1. Of the Education Code of the Republic of Moldova, no. 152 of July 17, 2014;
2. Of the Law on the Approval of the Nomenclature of Professional Training Fields and Specialties for the Training of Staff in Higher Education Institutions, Cycle I, no. 142-XVI of 07 July 2005;
3. Of the Framework Plan for Higher Education (cycle I - Bachelor, cycle II - Master, integrated studies, cycle III - Doctorate), approved by Order of the Ministry of Education no. 1045 of October 29, 2015;
4. The Regulation for organization of studies in higher education based on the National Study Credits Transfer System, approved by Order of the Ministry of Education no. 1046 of October 29, 2015;
5. The National Qualifications Framework of the Republic of Moldova and the National Qualifications Framework for Higher Education on Professional Training Fields, approved by the Order of the Ministry of Education.

**The purpose of the pilot programme** [Annex 2] is to move from classical education (where the teacher is an information provider and the student is the information receiver) to a PBL-based education (problem-oriented study), which would allow the training of specialists competitive on the labor market and skilled in the field of training 363. Business and administration, Specialty: 363.1. Business and administration.

All disciplines are divided into modules (cycles) as follows:

- Module of fundamental disciplines (code F) - 63 credits;
- Module of disciplines generating general skills and competences (code G) - 16 credits;
- Module of disciplines of socio-humanistic orientation (code U) - 17 credits;
- Module for specialization orientation (code S) - 57 credits.

The educational plan for the "Business and Administration" [Annex 2] specialty is based on the Framework plan for Higher Education, based on the European Credit Transfer System, and includes categories of fundamental disciplines, specialized disciplines and complementary training disciplines: course units / modules for the development of general skills and competences, socio-humanistic orientation course units / modules. The plan contains several optional disciplines, continuous, depending on the dynamic evolution of the field, so that each student has the opportunity to assimilate the knowledge he / she wants, correlated with market requirements.

The list of compulsory and optional course units / modules, the number of hours to study them, the types of internships and the free-choice course units have been established according to the specifics of the general field of study (36. Economic Sciences), the field of training (363.1 Business and Administration) in line with the National Qualifications Framework and the European

Qualifications Framework. The correlation between the number of hours and credits corresponds to the provisions of the Framework Plan.

The drawing up of the educational plan was based on the main objectives of the Framework Plan: general, specific and concrete. The training under the "Business and Administration" study programme [Annex 2] follows the Educational Plan, for a three-year **full-time education** and four-year **part-time education** (based on high school, special and higher education degrees).

The number of hours for each discipline is provided in the educational plan (course, seminars, practical works, internships). The correlation between course, seminar, direct contact and individual work is 1: 1, which corresponds to formal and formative requirements. The year of study is divided into 2 semesters with a duration of 30-week study process including practical internships, which are an important step in the training of specialists.

Each course unit / module in the educational plan of the "Business and Administration" study programme [Annex 2] is assigned a rating of knowledge - with grades (from 10 to 1, the minimum grade being 5) and study credits (1 credit for 30 hours of contact and individual work). Through the European Credit Transfer System (ECTS) and the National Study Credits System (SNCS), the competences accumulation function and the record of the results of the students (registered at USC), as well as the transfer function in the student mobility process both within the institution, as well as on a national or international inter-university level are carried out. Study credits are full, indivisible numeric values that are allocated to all educational components of the study programme. Each course unit / module includes current and final assessments (exams, checking, etc.). In order to deepen the practical knowledge of the students and to familiarize them with the methodology of the elaboration of the bachelor thesis, the theses of the year are provided for the specialty disciplines.

The use of the ECTS / SNCS system in combination with the requirements set out in the National Qualifications Framework favors the transparency of the learning process and the qualifications obtained in the Business and Administration study programme and facilitates the recognition of the qualifications obtained.

**Learning outcomes:** The graduate obtains the title of Bachelor of Economic Sciences as a result of the full compliance with the educational plan, the promotion of the assessment tests, including the bachelor's examination, according to the grading system in the Republic of Moldova ranging from 1 to 10 points, the promotion grades being 5 to 10, and the accumulation of 180 transferable credits under the European Credit Transfer System (ETS).

The study programme was based on the objectives and requirements of the National Qualifications Framework and involves the following outcomes:

1. Demonstrate functional knowledge in the following areas:
  - 1.1. Economic theory - genesis, essence, methodology and method, economic laws.
  - 1.2. Management - the evolution of management science, the main contents, processes and managerial functions.
  - 1.3. Marketing - development and realization of the company's marketing policy.
  - 1.4. Markets - the study, operation and development of resource, goods and services markets.



- 1.5. Customers - factors of influence, purchasing and consumption processes, consumption models.
- 1.6. Law - knowledge of legislation on entrepreneurship and business, small business, consumer protection, advertising in the Republic of Moldova.
- 1.7. Finance - finance management, accounting and other financial systems.
- 1.8. Information systems - development and exploitation of information systems with impact on the achievement of managerial functions in the organization.
2. Start a business.
3. Know how to identify business ideas and evaluate opportunities.
4. Possess methods to assess and minimize business risks.
5. Ensure that activities are carried out in accordance with established laws and regulations.
6. Adjust the organization's work to the requirements of the environment.
7. Make optimal decisions under conditions of certainty, uncertainty, risk.
8. Develop the organizational structure of the organization.
9. Evaluate and improve the efficiency and effectiveness of the organization's activities.
10. Self-motivate and increase the efficiency of their own activities.
11. Form teams and develop collaboration.
12. Motivate and create productive labor relations.
13. Apply quality management systems.
14. Communicate convincingly and effectively.
15. Ensure and manage the efficient use of material, financial and informational resources.
16. Organize the business and administration research process.
17. Draw up an applicative paper dealing with solving a problem in the field of business administration.
18. Develop and coordinate project implementation.
19. Know the competence and involvement area of managers at different hierarchical levels.
20. Develop judgments based on the knowledge of the social and ethical issues that arise in work or study.

**The set of didactic methods and procedures** used in the training process will be both the traditional methods (lectures and seminars), modified and completed according to the objectives proposed, as well as the modern, interactive methods aimed at cultivating the interest, motivation, activism, social collaboration, organization spirit, initiative, inventiveness and creativity.

The study process will focus on active-participative (interactive) methods, which increase the intellectual potential of beneficiaries by engaging in a personal effort in the process of learning and training of students for an active and creative professional life. Flexible and diversified forms of organization specific to the nature of content and work with adults will be used to provide a formative, operational, developmental learning focusing on the formation of operational capacities, mental processes, skills, attitudes, beliefs, values, ideals and aspirations, changes in mentalities (lectures, seminars, computer aided training, laboratories and workshops, etc.). They will specifically combine, for different situations, methods and processes such as: case study, role play, heuristic conversation, debates, brainstorming, problem-solving, investigation, project, multiple-angle exploration, panel discussion, argumentation and counter argumentation, independent academic learning, etc.

The personal support of each student will be provided by the tutoring system.

The assessment will focus on the effectiveness of educational activities in terms of the relationship between the projected objectives and the results obtained by the students in the learning activity. It will be done by teachers and will not only focus on knowledge but also on skills, abilities and attitudes. In the context of PBL some projects will be developed, which will constitute 60% of the final grade, and the exam (which will include questions from the elaborated project) will constitute 40%. 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 exam, video exam, peer evaluation through Moodle platform.

*The assessment will have a complex pedagogical function:*

- a) from the perspective of the assessed one - stimulating, strengthening the results, building skills, raising awareness of one's own possibilities, positive professional orientation;
- b) from the perspective of the assessor - assessing the efficiency of its activities and of the changes necessary for the full realization of the objectives.

## **2.2 SEMESTERS**

### **2.2.1 Semester 1**

**The theme of the semester: Competitiveness of the National Product in the South Development Region**

The first semester is considered a general one, because students will be able to accumulate the general and humanistic component by attending courses of economic mathematics, economics and business communication, informational communication technologies, foreign business language.

Economic Theory I (Microeconomics) is a fundamental course that allows students to have a good start in economic science.

The basics of the management 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 search at an early stage certain solutions. A project will be developed within this course.

#### **Learning objectives and outcomes:**

- Studying the elements of the internal and external environment of the enterprise and adjusting the organization's activity to the requirements of the environment;
- Demonstrating functional knowledge in microeconomics: genesis, essence, methodology and method, economic laws;
- Knowing the evolution of management science, the main contents, managerial processes and functions;
- Awareness of the role, development and exploitation of information systems with impact on the achievement of managerial functions in the organization;
- Making optimal decisions under conditions of certainty, uncertainty, risk;

- Self-motivating and increasing the efficiency of their own activities;
- Forming teams and developing collaboration;
- Motivating and creating productive labor relations;
- Communicating convincingly and effectively;
- Ensuring and managing the efficient use of material, financial and informational resources;
- Organizing business and administration research;
- Elaborating an applicative paper dealing with the solution of a problem in the field of business administration;
- Developing and coordinating project implementation;
- Knowing the competence and involvement of managers at different hierarchical levels;
- Developing judgments based on the knowledge of the social and ethical issues that arise in work or study.

### Year I, semester I

	Module	ECTS	Assessment form
1.	<i>Principles of learning through the Problem Based Learning (PBL) method</i>	2	E
2.	<b><i>Economic Theory I (microeconomics)</i></b>	<b>6</b>	<b>E+P</b>
3.	<b><i>The basics of management</i></b>	<b>6</b>	<b>E+P</b>
4.	<i>Economic Informatics and Business Communication:</i>	6	E
5.	Foreign Language I	2	E
6.	Information communication technologies	2	E
7.	Economic mathematics	6	E
<b>TOTAL</b>		<b>30</b>	

Bachelor's degree studies correspond to a number of 180 (for programmes with a duration of 3 years under full-time education) and 240 (for programmes with a duration of 4 years under part-time education) of compulsory transferable credits (ECTS), 30 credits for each semester. In the 1st cycle of higher education (bachelor), the academic year consists of two relatively equal semesters, which include two sessions of exams, practical internships and two holidays. The duration of a semester is 15 weeks of direct contact with students.

Student learning activity, including individual activity, as well as the learning outcomes and competences acquired by the student are verified and appreciated during the semesters through current assessments as well as during examination sessions through final / summative assessments in accordance with the educational plans.

In the semester there are one or two current assessment sessions, allocated proportionally during the semester, which totalizes the intermediate situation of the student's success. The results of the success of the current assessment sessions are recorded in the academic group register and are taken into account in the final semestrial assessments.

Within this semester an interdisciplinary project will be developed (for the disciplines: Economic theory, the Basics of management). Students are offered a general research theme and

several areas where research can be done. Students choose the field of research and with the help of teachers formulate themes for mini-projects, based on the general theme.

These projects are defended orally in the presence of a committee made up of teachers and evaluated by the teachers - the holders of the disciplines at which the project is being developed. These projects are designed as the individual student study guided by the teacher.

Semestrial final assessments can be held orally, in writing, assisted by computer or combined. Admission to the exam is only for students who have an average grade of admission, consisting of the average of the grades gained in the seminars, current assessment and individual work.

The form of examination is determined by the faculty council, at the proposal of the profile chair and announced to the students at the beginning of the semester, may be in writing or orally.

Assessment of learning outcomes is done with grades from „10” to „1”. The grades from „5” to „10” obtained as a result of the course unit / module evaluation allow obtaining the credits allocated to them according to the educational plan. The grade of the student’s current assessment on the semester and the grade on the exam are expressed in integers. The final grade at the course unit / module is calculated based on the semester grade and examination grade and is expressed in two decimal digits. The student who gets less than „5” on the current assessment is not allowed in the final assessment.

#### ECTS équivalent GRADE:

9,01-10,0 A	6,01-7,00 D
8,01-9,00 B	5,00-6,00 E
7,01-8,00 C	3,01-4,99 FX
1,00-3,00 F	

#### **EXAMPLE:** General theme: **Competitiveness of the national product in the South Development Region**

Fields of research:

- vegetables and fruits;
- dairy products and homogeneous products;
- winemaking and grape products.

Research and analysis themes:

- ➡ Branch analysis: history, current situation, problems, trends.
- ➡ The activity environment and its impact on the business activity.
- ➡ The economic and social utility of the activity and the product.
- ➡ Analysis of the supply market (offer).
- ➡ Analysis of the sales market (demand).
- ➡ Cost of production and ways of management, optimization.
- ➡ Product price and economic efficiency

In relation to  
product  
competitiveness

### 2.2.2 Semester 2

#### **The theme of the semester: Economic Fluctuations and Risks in Contemporary Agriculture**

Based on this theme during the semester, two mini-projects will be elaborated on 4 disciplines (one project on two disciplines: the first project: Economic Theory II (Macroeconomics) and Basics of Entrepreneurship and the second project: Economic Statistics and Basis of Accounting).

For each project, the specific working method will be chosen, depending on the areas of research and the content of the courses.

#### **Year I, semester II**

	<b>Module</b>	<b>ECTS</b>	<b>Assessment form</b>
1.	<i>Economic Theory II (macroeconomics)</i>	6	<i>E+P(I)</i>
2.	<i>The Basics of Entrepreneurship</i>	6	<i>E+P(I)</i>
3.	<i>Economic statistics</i>	6	<i>E+P(II)</i>
4.	<i>Basis of Accounting</i>	6	<i>E+P(II)</i>
5.	Foreign Language II	2	E
6.	Ethics and professional culture	4	E
	<b>TOTAL</b>	<b>30</b>	

#### **Research objectives and outcomes:**

- to know and decipher macroeconomic concepts and phenomena;
- to know the particularities of the functioning of the markets of the national economy;
- to know the legislation on entrepreneurship and businesses, small business, consumer protection, advertising in the Republic of Moldova;
- to analyze and address an entrepreneurial business at the enterprise level and in terms of its positioning on the market (macroeconomic);
- to analyze and propose ways of improving the economic performance of the economic unit;
- to be able to perform the primary processing of statistical information;
- to analyze and interpret the results obtained from statistical studies and to test the assumptions regarding the future trend of phenomena and statistical processes;
- to analyze the primary accounting documents and to extract the necessary data from them;
- to address accounting information in dynamics for 5 years;
- to address entrepreneurial concepts and to conduct a broad analysis of the enterprise based on the indicators that characterize its activity.

The assessment of the students, the methods used in the assessment, the assessment types, the grading system, the monitoring of the student activity are identical to the information presented for the semester I.

Promotion of the year of study and enrollment in the following year shall be in accordance with the USC Regulation on the Promotion of the Year of Study. The student who 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. Student enrollment in the following year of study is conditional upon the accumulation of minimum 40 (30 for part-time education) points of study credits at the compulsory course units / modules provided in the Annual Education Contract for the current academic year and the accumulation of the total number of credit points, provided by the educational plan for previous years of studies, as well as for the year of graduation of the university studies.

### 2.2.3 Semester 3

#### The theme of the semester: Industrial Development as a Factor National Wealth

Based on this theme during the semester an interdisciplinary project will be developed based on the following subjects: Production Management; Methods and Management Techniques; Enterprise Finance; Business Law.

**Project** - Group work of 3-5 students of the research problem related to all (fundamental and / or specialty) course units in the semester. The passing of the exam and the awarding of study credits is conditional on the MANDATORY defense of the Project.

#### Year II, semester III

	Module	ECTS	Assessment form
1.	<i>Production Management</i>	<b>6</b>	<b><i>E+P</i></b>
2.	<i>Management methods and techniques</i>	<b>6</b>	<b><i>E+P</i></b>
3.	<i>Business finance</i>	<b>6</b>	<b><i>E+P</i></b>
4.	<i>Business law</i>	<b>6</b>	<b><i>E+P</i></b>
5.	Foreign language	2	<b>E</b>
6.	Economic doctrines	4	<b>E</b>
	<b>TOTAL</b>	<b>30</b>	

**Learning objectives and outcomes:** at the end of the semester students shall:

- know the content of the main processes and managerial functions;
- be familiar with finance management, accounting and other financial systems;
- know how to identify business ideas and evaluate opportunities;
- have management methods and techniques;
- make optimal decisions under conditions of certainty, uncertainty, risk;
- evaluate and improve the efficiency and effectiveness of the organization's activities;
- elaborate an applicative paper dealing with the solution of a problem in the field of business administration;
- know and apply methods of managing financial resources and analyze alternatives for the mobilization and placement of financial resources in order to choose the optimal option;
- perform a comparative study on the theoretical positions and the methodological approaches of the economic sphere elaborated by the main representatives of philosophy;
- know the legislation on entrepreneurship and businesses, small business, consumer protection, advertising in the Republic of Moldova;
- ensure that activities are carried out in accordance with established laws and regulations
- know the main processes within industrial enterprises;
- propose managerial methods and techniques for streamlining the business management of enterprise subdivisions.

The workload of students in project-based teams continues to increase during this semester. We believe that based on the experience gained in the previous projects and the disciplines studied in this semester, students will be able to carry out a larger work. Within this project, students will show the spirit of observation and analysis on several aspects of the operation of the enterprise.

## 2.2.4 Semester 4

### The theme of the semester: Planning of the Competitive Entrepreneurial Activity

An interdisciplinary semestrial project will be developed within the disciplines: Entrepreneurship Management, Human Resource Management and Marketing.

By conducting a market study and analyzing the potential of human resources, students will propose business ideas and develop projects for these businesses.

**Learning objectives and outcomes.** At the end of the semester students shall:

- Develop and implement enterprise marketing policies;
- Know the content of the main processes and managerial functions;
- Know how to identify business ideas and evaluate opportunities;
- Adjust the organization's work to the requirements of the environment;
- Know and monitor the factors of the marketing environment, investigate the real and potential market characteristics, be able to identify the possible ways of market growth;
- Know the particularities of the functioning of marketing policies;
- Strengthen management theoretical competences in the real economic environment of a company / institution, finding the appropriate methods for improving the performance of the company's business;
- Know the particularities of the human resources management;
- Identify staffing needs, analyze human resource demand and supply;
- Develop the recruitment and selection plan for employees;
- Identify and understand entrepreneurial actions, identify the entrepreneur's skills and his / her own skills; know the process of initiation and development of small and medium enterprises (own and third parties); identify sources of funding;
- Know how to ensure the launching and running of entrepreneurial activities in accordance with established laws and regulations; adopting optimal decisions in the process of launching and developing the business; analysis of the internal and external environment of the business; adjusting the activity to customer requirements in order to increase the efficiency and effectiveness of entrepreneurial activities;
- Form teams and develop collaboration;
- Motivate and create productive labor relations;
- Develop and coordinate project implementation.

### Year II, semester IV

	Module	ECTS	Assessment form
1.	<i>Entrepreneurial project management</i>	<b>6</b>	<b><i>E + P</i></b>
2.	<i>Marketing</i>	<b>6</b>	<b><i>E + P</i></b>
3.	<i>Human resources management</i>	<b>6</b>	<b><i>E+P</i></b>
4.	Foreign language	2	E
5.	Leadership	4	E
6.	Oratory Art	3	E
7.	Specialty internship	3	E
	<b>TOTAL</b>	<b>30</b>	

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 business functions, and a broad analysis of its work.

### 2.2.5 Semester 5

**The theme of the semester: Management of the Performance/Success of Entrepreneurial Business**

#### **Learning objectives and outcomes:**

- Start a business;
- Know how to identify business ideas and evaluate opportunities;
- Have methods to assess and minimize business risks;
- Ensure that activities are carried out in accordance with established laws and regulations;
- Adjust the organization's work to the requirements of the environment;
- Make optimal decisions under conditions of certainty, uncertainty, risk;
- Evaluate and improve the efficiency and effectiveness of the organization's activities;
- Organize business and administration research;
- Know the competence and involvement of managers at different hierarchical levels;
- Develop appropriate strategies and policies in a changing environment;
- Develop skills to assess and minimize entrepreneurial risks;
- Define the concepts of economic activity under conditions of risk and uncertainty;
- Establish the functional correlation between risk level and economic outcome;
- Acquire the main concepts, principles and functions of quality management;
- Develop skills for applying quality management methods and standards for the quality management system;
- Use the quality management system documents.

#### **Year III, semester V**

	<b>Module</b>	<b>ECTS</b>	<b>Assessment form</b>
1.	Economic and financial analysis *	<b>6</b>	<b>E+P</b>
2.	Risk management *	6	E +P
3.	Supply management **	6	E+P
4.	Quality management **	3	E+P
5.	Entrepreneurial development project ***	3	E+P
6.	European economic integration	3	E
7.	Intellectual property law	3	E
	<b>TOTAL</b>	<b>30</b>	

In this semester three mini-projects will be developed, two of which are interdisciplinary: The first project in the Economic and Financial Analysis and Risk Management disciplines; the second in the Supply Management and Quality Management disciplines. And for the Entrepreneurial Development Project discipline, where students will have the opportunity to choose a research enterprise in a group, they will analyze all the functions of the enterprise, identify the existing



problems, and for one of these problems they will develop solutions to overcome it and even increase the performance of the enterprise.

All three projects will be based on improving the performance of the enterprise, either by identifying and minimizing risks, or by increasing the quality (raw material, processes, production).

### 2.2.6 Semester 6

**The theme of the semester: Contemporary Methods of Business Management**

**Learning objectives and outcomes:**

- Ensure that activities are carried out in accordance with established laws and regulations
- Adjust the organization's work to the requirements of the environment
- Be able to identify comparative advantages of the national management system and other states;
- Identify business innovation activities, the need for innovation, and the company's innovation policy.
- Ensure and manage the efficient use of material, financial and informational resources
- Apply quality management systems
- Organize business and administration research

#### Year III, semester VI

	Module	ECTS	Assessment form
1.	<i>Comparative management</i>	3	<i>E</i>
2.	<i>Innovative management</i>	3	<i>E</i>
3.	<i>Practica de specialitate (producție)</i> <i>Specialty (production) internship</i>	6	<i>E</i>
4.	Practica de cercetare ( licență) Research (bachelor) internship	9	<b>E</b>
5.	Bachelor exam	9	<b>E</b>
	<b>TOTAL</b>	<b>30</b>	

The project in the semester VI will be developed as a bachelor thesis. According to the REGULATION on the organization of the examination for the completion of the Bachelor's degree studies <sup>1</sup>, and of ORDER no. 07-008 of December 23, 2015<sup>2</sup>, the bachelor's exam of the Business and Administration study programme consists of: integrator exam: Economics and Business Management and the defense of the bachelor's thesis (project).

The bachelor titles are awarded to graduates who:

- demonstrate advanced knowledge and skills in a field of study;
- can professionally apply the knowledge gained in a field of study;
- demonstrate the ability to argue and solve problems in the field of study;

<sup>1</sup> [http://usch.md/wp-content/uploads/2015/12/Reg.-USC\\_Ex.Licenta-2015.pdf](http://usch.md/wp-content/uploads/2015/12/Reg.-USC_Ex.Licenta-2015.pdf)

<sup>2</sup> [http://usch.md/wp-content/uploads/2015/12/Metodologia-Ex.-Licenta\\_2016.pdf](http://usch.md/wp-content/uploads/2015/12/Metodologia-Ex.-Licenta_2016.pdf)

- have the ability to collect, analyze and interpret relevant data (typically from the own studies) as well as formulate reasoning on relevant social, scientific or ethical issues;
- can communicate information, ideas, problems and solutions to both the specialist audience and the non-specialists;
- have developed those skills that are needed to continue their studies with an increased self-training degree.

**Through the bachelor project (thesis)** graduates' skills to conduct research, to apply theoretical knowledge in the development of practical solutions specific to training or carrying out case studies are assessed.

The defense of the bachelor projects / theses is public.

Bachelor exam tests and project / thesis are assessed separately with grades based on the grading scale of 10 to 1, with the minimum promotion grade being 5. Converting the grades into the ECTS grading scale will be done according to the recommendations of the Guide on the implementation of the National Study Credits System.

### 3 CONCLUDING REMARKS

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The implementation of Problem Based Learning (PBL) in USC, as a pilot programme in the Business and Administration bachelor's degree study programme [Annex 2], involves a revolution in the process of study at this programme, both in terms of working methodologies and approach in general. Thus, the programme acquires an orientation towards the initiation and development of regional entrepreneurship. Drawing on the experience of European countries, we aim to be a Classic Regional University, whose purpose is to analyze regional problems and solve them by involving students, and also to train qualified staff to cover vacancies in all organizations, enterprises in the social, economic, and legal areas. Activities that should lead to the creation of skills and competences (case studies, projects, internships) are currently more formal and have no real impact (e.g. students' internships).

We propose ourselves that, by implementing this methodology, we should bring students closer to the real life of economic agents, to involve students in identifying and solving the real problems of enterprises in the region, both industrial, commercial and agricultural. Thus, as through learning, involvement and practical training, in the last year of study, students will be able to identify the needs of the region and set up their own business.

It is a fact that in order to achieve these objectives, it takes time and effort first of all from the teachers, as well as from the university, but also from the economic agents, which we propose to involve in the training / evaluation activity through various activities carried out jointly. We believe it is necessary to develop the involvement of economic agents in such activities as student internships, student research activities, case studies, projects, round tables, seminars and scientific conferences, project defense / exams and other activities included in the study programme. By implementing this project we aim to increase the competitiveness of the university, but also to modernize university education [Annex 2].

### 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](http://edu.gov.md/sites/default/files/cnc_36_812-stiinte_economice.pdf)
2. REGULAMENTULUI de organizare a examenului de finalizare a studiilor superioare de licență [http://usch.md/wp-content/uploads/2015/12/Reg.-USC\\_Ex.Licenta-2015.pdf](http://usch.md/wp-content/uploads/2015/12/Reg.-USC_Ex.Licenta-2015.pdf)
3. ORDIN nr. \_07-008\_ din \_23 decembrie 2015\_ cu privire la punerea în aplicare a Metodologiei de organizare și desfășurare a examenului de finalizare a studiilor superioare de licență [http://usch.md/wp-content/uploads/2015/12/Metodologia-Ex.-Licenta\\_2016.pdf](http://usch.md/wp-content/uploads/2015/12/Metodologia-Ex.-Licenta_2016.pdf)
4. REGULAMENTUL PRIVIND ELABORAREA TEZEI (PROIECTULUI) DE LICENȚĂ ȘI A TEZEI DE MASTER APROBAT în ședința Senatului [http://usch.md/wp-content/uploads/2015/12/Regulament\\_Licenta\\_si\\_Master.pdf](http://usch.md/wp-content/uploads/2015/12/Regulament_Licenta_si_Master.pdf)

5. 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](http://edu.gov.md/sites/default/files/cnc_36_812-stiinte_economice.pdf)
6. *REGULATION to Organize the Bachelor's Degree Completion Exam* [http://usch.md/wp-content/uploads/2015/12/Reg.-USC\\_Ex.Licenta-2015.pdf](http://usch.md/wp-content/uploads/2015/12/Reg.-USC_Ex.Licenta-2015.pdf)
7. *ORDER no. \_07-008\_ of December 23, 2015\_ on the Implementation of the Methodology for Organizing and conducting the Graduation Survey exam* [http://usch.md/wp-content/uploads/2015/12/Methodology-Ex.-Licenta\\_2016.pdf](http://usch.md/wp-content/uploads/2015/12/Methodology-Ex.-Licenta_2016.pdf)
8. *REGULATION ON THE ELABORATION OF THE LICENSE THESIS (PROJECT) AND THE MAJOR THESIS APPROVED AT THE SESSION OF THE SENIOR* [http://usch.md/wp-content/uploads/2015/12/Regulament\\_Licenta\\_si\\_Master.pdf](http://usch.md/wp-content/uploads/2015/12/Regulament_Licenta_si_Master.pdf)

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

### Year of study I, semester I

<i>Code</i>	<i>Course unit / module name</i>	<i>Total hours</i>	<i>Assessment form</i>	<i>Nr. credits</i>
G.01.O.001	Foreign Language I	60	E	2
G.01.O.002	Information communication technologies	60	E	2
G.01.O.049	Principles of Learning through the Problem Based Learning (PBL) method	60	E	2
F.01.O.003	Economic Theory I (microeconomics) *	180	E	6
F.01.O.006	Basics of Management *	180	E	6
F.01.O.050 S.01.O.005	<i>Module: Economic Informatics and Business Communication:</i> Economic Informatics Correspondence and business communication	180 90 90	E	6
F.01.O.004	Economic Mathematics	180	E	6
	<b>Total hours with the awarding of the study credits</b>	900	6E	30
G.01.O.007	Physical education	30	adm	-
<b>TOTAL HOURS PER SEMESTER I</b>		<b>930</b>	<b>6 E</b>	<b>30</b>

### Year of study I, semester II

<i>Code</i>	<i>Course unit / module name</i>	<i>Total hours</i>	<i>Assessment form</i>	<i>Nr. credits</i>
G.02.O.008	Foreign Language II	60	E	2
G.02.O.009	Ethics and professional culture	120	E	4
F.02.O.010	Economic Theory II (macroeconomics) *	180	E	6
F.02.O.011	The Basics of Entrepreneurship *	180	E	6
F.02.O.012	Economic statistics**	180	E	6
F.02.O.013	Basis of Accounting **	180	E	6
<b>TOTAL HOURS PER SEMESTER II</b>		<b>900</b>	<b>6E</b>	<b>30</b>

\* A joint mini-project will be developed for both disciplines (for each semester). Mini-project - group work (3-5 students) of the research problem related to a group of related course units. Passing of the exam and awarding study credits is conditional upon the COMPULSORY defense of the research mini-project.

\*\* A joint mini-project will be developed for both disciplines (for each semester). Mini-project - group work (3-5 students) of the research problem related to a group of related course units. Passing of the exam and awarding of study credits is conditional upon the COMPULSORY defense of the research mini-project.

### Year of study II, semester III

<i>Code</i>	<i>Course unit / module name</i>	<i>Total hours</i>	<i>Assessment form</i>	<i>Nr. credits</i>
G.03.O.014	Foreign Language III	60	E	2
U.03.A.015	Economic doctrines	120	E	4
U.03.A.016	Philosophy and logics of economic and engineering activity			
S.03.A.017	Production Management *	180	E	6
F.03.O.019	Management Methods and Techniques *	180	E	6
S.03.A.020	Enterprise Finance *	180	E	6
S.03.A.022	Business law *	180	E	6
<b>TOTAL HOURS PER SEMESTER III</b>		<b>900</b>	<b>6E</b>	<b>30</b>

### Year of study II, semester IV

<i>Code</i>	<i>Course unit / module name</i>	<i>Total hours</i>	<i>Assessment form</i>	<i>Nr. credits</i>
G.04.O.024	Foreign Language IV	60	E	2
U.04.A.025	Leadership	120	E	4
U.04.A.026	Initiation in the human capital economy			
*G.04.O.027	Communication techniques (for groups of speakers of other languages)	90	E	3
*U.04.A.028	Oratory Art (except for groups of speakers of other languages)			
*U.04.A.029	Communication techniques (except for groups of speakers of other languages)			
S.04.A.051	Entrepreneurial project management *	180	E	6
S.04.A.030	Planning systems			
S.04.A.031	Business Planning			
F.04.O.032	Marketing*	180	E	6
F.04.O.033	Human resources management *	180	E	6
	Specialty (initiation) internship *	90	E	3
<b>TOTAL HOURS PER SEMESTER IV</b>		<b>900</b>	<b>7E</b>	<b>30</b>

\* An interdisciplinary semestrial project will be developed (for each separate semester). Project - Group work of 3-5 students of the research problem related to all (Fundamental and / or Specialty) course units in the semester. Passing of the exam and awarding of study credits is conditional upon the COMPULSORY defense of the project.

### Year of study III, semester V

<i>Code</i>	<i>Course unit / module name</i>	<i>Total hours</i>	<i>Assessment form</i>	<i>Nr. credits</i>
U.05.A.034	European economic integration	90	E	3
U.05.A.035	Community Regional Development Policies			
U.05.A.036	Intellectual property law	90	E	3
U.05.A.037	Legal initiation in copyright and related rights			
S.05.O.038	Economic and financial analysis *	180	E	6
S.05.O.039	Risk Management *	180	E	6
S.05.A.040	Supply Management **	180	E	6
S.05.A.041	Sales techniques			
S.05.A.042	Quality management **	90	E	3
S.05.A.043	Quality management systems			
S.05.O.044	Entrepreneurial development project ***	90	E	3
<b>TOTAL HOURS PER SEMESTER V</b>		<b>900</b>	<b>7E</b>	<b>30</b>

\* A joint mini-project will be developed for both disciplines.

\*\* A joint mini-project will be developed for both disciplines.

\*\*\* A mini-project will be developed. Mini - project - group work (3-5 students) of the research problem related to a group of related course units. Passing of the exam and awarding of study credits is conditional upon the COMPULSORY defense of the research mini-project.

### Year of study III, semester VI

<i>Code</i>	<i>Course unit / module name</i>	<i>Total hours</i>	<i>Assessment form</i>	<i>Nr. credits</i>
S.06.A.045	Comparative Management *	90	E	3
S.06.A.046	Management of International Trade			
S.06.A.047	Innovative Management *	90	E	3
S.06.A.048	Merchandising			
	Specialty (production) internship*	180	E	6
	Research (bachelor) internship	270	E	9
	Bachelor exam	270	E	9
<b>TOTAL HOURS PER SEMESTER VI</b>		<b>900</b>	<b>5 E</b>	<b>30</b>

## Annex 2: Bachelor's degree programme Business and Administration ro

MINISTERUL EDUCAȚIEI AL REPUBLICII MOLDOVA  
 INSTITUȚIA PUBLICĂ UNIVERSITATEA DE STAT „BOGDAN PETRICEICU HASDEU” DIN CAHUL

### PLANUL DE ÎNVĂȚĂMÂNT

APROBAT

#### Ciclul I, Licență

Senatul Universității de Stat  
 „Bogdan Petriceicu Hasdeu”  
 din Cahul,

Contextul: ISCED - 6

Domeniul general de studiu: **041. Științe Economice**

Domeniul de formare profesională: **0413. Business și administrare**

Denumirea programului de studii: **0413.1 Business și administrare**

Numărul total de credite de studii: **180**

Titlul obținut: **Licențiat în științe economice**

Baza admiterii: **BAC, Colegiu, Studii superioare**

Limba de instruire: **română**

Forma de organizare a învățământului: **Cu frecvență**

Proces-verbal nr. 08  
 din 27 aprilie 2017

Președintele Senatului  
 Dr.hab., Prof.univ.

Popa Andrei



### CALENDARUL UNIVERSITAR / GRAFICUL PROCESULUI DE STUDIU

Anul de studii	Activități didactice		Sesiuni de examene		Stagii de practică	Vacanțe		
	Sem. I	Sem. II	Sem. I	Sem. II		Iarnă	Primăvară	Vară
I	01.09-15.12 (15 săptămâni)	01.02-20.05 (15 săptămâni)	16.12 -29.01 (4 săptămâni)	23.05-23.06 (4 săptămâni)	-	31.12-10.01 21.01 -31.01 (2 săptămâni)	Paște (1 săptămână)	25.06-31.08 (9 săptămâni)
II	01.09-15.12 (15 săptămâni)	01.02-11.05 (13,5 săptămâni)	16.12 -29.01 (4 săptămâni)	23.05-23.06 (4 săptămâni)	12.05-22.05 <i>Practica de specialitate (inițiere)</i> (1,5 săptămâni)	31.12-10.01 21.01 -31.01 (2 săptămâni)	Paște (1 săptămână)	25.06-31.08 (9 săptămâni)
III	01.09-15.12 (15 săptămâni)	01.02-21.02 (3 săptămâni)	16.12 -29.01 (4 săptămâni)	14.03-20.03 (2 săptămâni)	22.02 -13.03 <i>Practica de specialitate (de producție)</i> (3 săptămâni) 21.03-20.04 <i>Practica de cercetare de licență</i> (4,5 săptămâni)	31.12-10.01 21.01 -31.01 (2 săptămâni)	Paște (1 săptămână)	-

#### ANUL I de STUDIU

#### SEMESTRUL I

Cod	Denumirea unității de curs/modulului	Total ore			Număr de ore pe tipuri de activități			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	C	S	L/P		
G.01.O.001	Limba străină I	60	30	30	-	10	20	E	2
G.01.O.002	Tehnologii de comunicare informațională	60	30	30	10	-	20	E	2
G.01.O.049	Principii de studiu prin metoda „Învățarea prin Cercetarea Problemei” (PBL – Problem Based Learning)	60	30	30	10	-	20	E	2
F.01.O.003	Teoria economică I (microeconomia)*	180	90	90	45	45	-	E	6
F.01.O.004	Matematică economică	180	60	120	30	30	-	E	6
F.01.O.050	Modul: Informatică economică și comunicare în afaceri:	180	60	120	30	15	15	E	6
S.01.O.005	Informatică economică	90	30	60	15	-	-	E	3
S.01.O.005	Correspondență și comunicarea în afaceri	90	30	60	15	15	-	E	3
F.01.O.006	Bazele managementului*	180	60	120	30	30	-	E	6
	<b>Total ore cu acordare creditelor de studii</b>	<b>900</b>	<b>360</b>	<b>540</b>	<b>155</b>	<b>130</b>	<b>75</b>	<b>6E</b>	<b>30</b>
G.01.O.007	Educația fizică	30	30	-	-	-	30	adm	-
	<b>TOTAL ORE PE SEMESTRUL I</b>	<b>930</b>	<b>390</b>	<b>540</b>	<b>155</b>	<b>130</b>	<b>105</b>	<b>6 E</b>	<b>30</b>

#### ANUL I de STUDIU

#### SEMESTRUL II

Cod	Denumirea unității de curs/modulului	Total ore			Număr de ore pe tipuri de activități			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	C	S	L/P		
				<b>Total</b>					
G.02.O.008	Limba străină II	60	30	30	-	10	20	E	2
G.02.O.009	Etica și cultura profesională	120	60	60	30	30	-	E	4
F.02.O.010	Teoria economică II (macroeconomia)*	180	90	90	45	45	-	E	6
F.02.O.011	Bazele antreprenoriatului*	180	90	90	45	45	-	E	6
F.02.O.012	Statistica economică**	180	60	120	30	30	-	E	6
F.02.O.013	Bazele contabilității**	180	60	120	30	30	-	E	6
	<b>TOTAL ORE PE SEMESTRUL II</b>	<b>900</b>	<b>390</b>	<b>510</b>	<b>180</b>	<b>190</b>	<b>20</b>	<b>6E</b>	<b>30</b>

\* Se va elabora un mini - proiect comun pentru ambele discipline (pentru fiecare semestru în parte). Mini - proiect – lucrare în grup (3-5 studenți) a problemei de cercetare referitoare la un grup de unități conexe de curs. Susținerea examenului și atribuirea creditelor de studii este condiționată de susținerea OBLIGATORIE a Mini - Proiectului de cercetare.

\*\* Se va elabora un mini - proiect comun pentru ambele discipline. Mini - proiect – lucrare în grup (3-5 studenți) a problemei de cercetare referitoare la un grup de unități conexe de curs. Susținerea examenului și atribuirea creditelor de studii este condiționată de susținerea OBLIGATORIE a Mini - Proiectului de cercetare.



## ANUL II de STUDIU

## SEMESTRUL III

Cod	Denumirea unității de curs/modulului	Total ore			Număr de ore pe tipuri de activități			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	C	S	L/P		
G.03.O.014	Limba străină III	60	30	30	-	10	20	E	2
U.03.A.015	Doctrină economică	120	60	60	30	30	-	E	4
U.03.A.016	Filosofia și logica activității economico-ingenerești	180	90	90	45	45	-	E	6
S.03.A.017	Managementul producției *	180	90	90	45	45	-	E	6
S.03.A.018	Tehnologia și merceologia	180	90	90	45	45	-	E	6
F.03.O.019	Metode și Tehnici de Management *	180	90	90	45	45	-	E	6
S.03.A.020	Finanțele întreprinderii *	180	60	120	30	30	-	E	6
S.03.A.021	Finanțe	180	60	120	30	30	-	E	6
S.03.A.022	Dreptul afacerilor *	180	60	120	30	30	-	E	6
S.03.A.023	Drept comercial internațional	180	60	120	30	30	-	E	6
<b>TOTAL ORE PE SEMESTRUL III</b>		<b>900</b>	<b>390</b>	<b>510</b>	<b>180</b>	<b>190</b>	<b>20</b>	<b>6E</b>	<b>30</b>

## ANUL II de STUDIU

## SEMESTRUL IV

Cod	Denumirea unității de curs/modulului	Total ore			Număr de ore pe tipuri de activități			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	C	S	L/P		
G.04.O.024	Limba străină IV	60	30	30	-	10	20	E	2
U.04.A.025	Leadership	120	60	60	30	30	-	E	4
U.04.A.026	Inițiere în economia capitalului uman	90	45	45	15	-	30	E	3
*G.04.O.027	Tehnici de comunicare (pentru grupele alolingve)								
*U.04.A.028	Arta oratorică (cu excepția grupelor alolingve)								
*U.04.A.029	Tehnici de comunicare (cu excepția grupelor alolingve)	180	90	90	45	45	-	E	6
S.04.A.051	Managementul proiectelor antreprenoriale*	180	60	120	30	30	-	E	6
S.04.A.030	Sisteme de planificare	180	60	120	30	30	-	E	6
S.04.A.031	Planificarea afacerii	180	60	120	30	30	-	E	6
F.04.O.032	Marketing*	180	60	120	30	30	-	E	6
F.04.O.033	Managementul resurselor umane *	180	60	120	30	30	-	E	6
	Practica de specialitate ( inițiere ) *	90		45	1,5 săptămâni			E	3
<b>TOTAL ORE PE SEMESTRUL IV</b>		<b>900</b>	<b>345</b>	<b>510</b>	<b>150</b>	<b>145</b>	<b>50</b>	<b>7E</b>	<b>30</b>

\* Se va elabora un proiect semestrial interdisciplinar (pentru fiecare semestru aparte). Proiect - Lucrare în grup de 3-5 studenți a problemei de cercetare referitoare la toate unitățile (Fundamentale și/sau de Specialitate) de curs din semestru. Susținerea examenului și atribuirea creditelor de studii este condiționată de susținerea OBLIGATORIE a Proiectului.

## ANUL III de STUDIU

## SEMESTRUL V

Cod	Denumirea unității de curs/modulului	Total ore			Număr de ore pe tipuri de activități			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	C	S	L/P		
U.05.A.034	Integrare economică europeană	90	45	45	20	25	-	E	3
U.05.A.035	Politici comunitare de dezvoltare regională	90	45	45	20	25	-	E	3
U.05.A.036	Dreptul proprietății intelectuale	90	45	45	20	25	-	E	3
U.05.A.037	Inițiere juridică în dreptul de autor și drepturile conexe	180	90	90	45	45	-	E	6
S.05.O.038	Analiza economico-finanțiară *	180	90	90	45	45	-	E	6
S.05.O.039	Managementul riscurilor *	180	90	90	45	45	-	E	6
S.05.A.040	Managementul aprovizionării**	180	60	120	30	30	-	E	6
S.05.A.041	Tehnici de vânzări	90	30	60	15	15	-	E	3
S.05.A.042	Managementul calității **	90	30	60	15	15	-	E	3
S.05.A.043	Sisteme de management al calității	90	30	60			30	E	3
S.05.O.044	Proiect antreprenorial de dezvoltare***	90	30	60			30	E	3
<b>TOTAL ORE PE SEMESTRUL V</b>		<b>900</b>	<b>390</b>	<b>510</b>	<b>175</b>	<b>185</b>	<b>30</b>	<b>7, E</b>	<b>30</b>

\* Se va elabora un mini - proiect comun pentru ambele discipline.

\*\* Se va elabora un mini - proiect comun pentru ambele discipline.

\*\*\* Se va elabora un mini - proiect. Mini - proiect – lucrare în grup (3-5 studenți) a problemei de cercetare referitoare la un grup de unități conexe de curs. Susținerea examenului și atribuirea creditelor de studii este condiționată de susținerea OBLIGATORIE a Mini - Proiectului de cercetare.

## ANUL III de STUDIU

## SEMESTRUL VI

Cod	Denumirea unității de curs/modulului	Total ore			Număr de ore pe tipuri de activități			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	C	S	L/P		
S.06.A.045	Managementul comparat *	90	45	45	22,5	22,5	-	E	3
S.06.A.046	Managementul comerțului internațional	90	45	45	22,5	22,5	-	E	3
S.06.A.047	Managementul inovațional*	90	45	45	22,5	22,5	-	E	3
S.06.A.048	Mercendaising	180	-	180	3 săptămâni			E	6
	Practica de specialitate (producție) *	270	-	270	4,5 săptămâni			E	9
	Practica de cercetare ( licență)	270	-	270	-	-	-	E	9
<b>TOTAL ORE PE SEMESTRUL VI</b>		<b>900</b>	<b>90</b>	<b>810</b>	<b>45</b>	<b>45</b>	<b>0</b>	<b>5 E</b>	<b>30</b>

\* Se va elabora un proiect. Proiect - lucrare în grup de 3-5 studenți a problemei de cercetare referitoare la toate unitățile (Fundamentale și/sau de Specialitate) de curs din semestru. Susținerea examenului și atribuirea creditelor de studii este condiționată de susținerea OBLIGATORIE a Proiectului de cercetare.

Notă: Orele prevăzute (în toate semestrelor) pentru Seminar, Lucrări de laborator și Studiu individual se vor realiza cu utilizarea Metodei bazate pe Cercetarea Problemelor ("Problem Based Learning - PBL"). Studenții vor realiza Proiecte de cercetare elaborate de grup (3-5 persoane) sub ghidarea cadrelor științifico-didactice ce țin cursurile din modulul Proiectului.

**Modulul de formare psihopedagogică**

Codul	Denumirea activității didactice	Total ore			Număr de ore pe tipuri de activități			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	Curs	Seminar	Laborator/ practice		
Modulul pedagogic									
F.01.O.001	Pedagogie generală și etică pedagogică	180	90	90	45	45	-	Examen	6
F.02.O.002	Teoria și metodologia instruirii	120	60	60	30	30	-	Examen	4
F.03.O.003	Educație incluzivă	60	30	30	15	15	-	Examen	2
Modulul psihologic									
F.04.O.004	Fundamentele psihologiei: generală și vârstelor	180	90	90	45	45	-	Examen	6
F.05.O.005	Psihologie educațională și conflictologie	180	90	90	45	45	-	Examen	6
Didactica disciplinei									
S.06.O.006	Didactica disciplinei (monospecialitate)	180	90	90	45	45	-	Examen	6
S.06.O.007	Didactica disciplinei A								
S.07.O.008	Didactica disciplinei B								
Total:		900	450	450	225	225	-	5 E	30
Stagiul de practică									
	Practica de inițiere (psihopedagogică)	60	-	60	-	-	-	Examen	2
	Practica de specialitate 1	420	-	420	-	-	-	Examen	14
	Practica de specialitate 2	420	-	420	-	-	-	Examen	14
Total:		900		900	-	-	-	3E	30

**Minimum curricular inițial pentru admiterea la ciclul II, studii superioare de Master**

Nr.	Denumirea disciplinei	Total ore			Numărul de ore pe săptămână			Forma de evaluare	Nr. credite
		Total	Contact direct	Studiu individual	Curs	Seminar	Laborator		
1	Teorie economică I (Microeconomic)	180	30	150	8	7	-	E	6
2	Teoria economică II (Macroeconomic)	180	30	150	8	7	-	E	6
3	Bazele managementului	180	30	150	8	7	-	E	6
4	Bazele contabilității	120	20	100	4	4	2	E	4
5	Finanțele întreprinderii	120	20	100	5	5	-	E	4
6	Matematica superioară	120	20	100	8	7	-	E	4
	<b>TOTAL:</b>	<b>900</b>	<b>150</b>	<b>750</b>	<b>41</b>	<b>37</b>	<b>2</b>	<b>6E</b>	<b>30</b>

**Stagiile de practică**

Stagiile de practică		Sem.	Nr. săptăm. / ore	perioada	Nr. de credite
1.	Practica de specialitate:				
	• - inițiere • - producție	4 6	1,5/90 3/180	Mai Martie	3 6
2.	Practica de cercetare de licență (de cercetare, documentare, redactare finală a tezei de licență)	6	4,5/270	Mai	9

**Discipline facultative (la libera alegere)**

Nr. d/o	Denumirea disciplinei	Anul	Semestrul	Număr de ore pe tipuri de activități			Evaluări	Nr. de credite
				C	S	L/P		
1.	Protecția civilă	I	II	15	15	-	E	2
2.	Principiile generale de orientare în carieră	I	II	15	15	-	E	2
3.	Limba străină pentru începători	I	II	-	45	-	E	3
4.	Limba străină pentru începători	II	III	-	45	-	E	3
5.	Securitatea muncii	II	III	15	15	-	E	2
6.	Bazele voluntariatului	II	III	15	15	-	E	2
7.	Protecția și planificarea familiei	III	V	15	15	-	E	2
8.	Dezvoltarea inovativă a carierei	III	V	15	15	-	E	2

### Examenul de licență

Nr. d/o	Denumirea activității	Perioada	Credite
1.	Examen integrator: Economia și Managementul afacerilor	23.05 -31.05	4
3.	Susținerea tezei de licență	23.05 -31.05	5

### Total

Cr. crt.	Componentele	Număr de credite
1.	I. Disciplinele fundamentale	63
	II. Discipline de creare a abilităților și competențelor generale	16
	III. Discipline de orientare socio-umanistică	17
	IV. Discipline de orientare spre specializare	57
2.	Stagii de practică	18
3.	Examenul de licență	9
	<b>TOTAL</b>	<b>180</b>
4.	Modulul de formare psihopedagogică	60

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

Competențe generice	Unitățile de curs	Numărul de credite ECTS	Codul unității de curs	Competențe specifice																			
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1. Cunoștințe de bază în domeniu	Teoria economică (micro –și macroeconomia)	12	F.01.O.004 F.02.O.010	+						+	+							+					
	Limba străină (I, II, III, IV)	8	G.01.O.001 G.02.O.008 G.03.O.014 G.04.O.024	+								+					+					+	
2. Capacitatea de analiză și sinteză	Tehnologii de comunicare informațională	4	G.01.O.002	+							+								+				
	Principii de studiu prin metoda „Învățarea prin Cercetarea Problemei” (PBL – Problem Based Learning)	4	G.01.O.049	+				+	+	+		+	+	+			+		+	+	+	+	+
3. Capacitatea de a învăța	Matematică economică	6	F.02.O.004	+							+												
4. Capacitatea de comunicare (inclusiv utilizând o limbă străină)	Modul: Informatică economică și comunicare în afaceri:	6																					
	Informatică economică Correspondența și comunicarea în afaceri		F.01.O.050 S.01.O.005	+											+				+				
5. Spirit de inițiativă și antreprenoriat	Bazele managementului	6	F.01.O.006	+						+	+			+	+			+					+
	Etica și cultura profesională	4	G.02.O.009														+						+
	Bazele antreprenoriatului	6	F.02.O.011	+	+	+	+	+	+	+	+	+	+	+			+					+	+
6. Capacitatea de lucru în echipă	Statistica economică	6	F.02.O.012	+		+	+				+							+					
	Bazele contabilității	6	F.02.O.013	+																		+	+
	Doctrină economică	4	U.03.A.015	+					+														+
7. Creativitate	Filosofia și logica activității economico-ingenieresti	4	U.03.A.016	+															+			+	+
	Managementul producției	6	S.03.A.017	+								+	+					+					
8. Capacitatea de operare cu tehnologii informaționale	Tehnologia și merceologia	6	S.03.A.018							+									+				
	Metode și Tehnici de Management	6	F.03.O.019	+		+	+			+		+						+			+		
	Finanțele întreprinderii	6	S.03.A.020	+																			
9. Capacitatea de adaptare la obiceiurile	Finanțe	6	S.03.A.021	+					+		+								+				
	Dreptul afacerilor	6	S.03.A.022	+																			
	Drept comercial internațional	6	S.03.A.023	+					+	+									+				
	Managementul proiectelor	6	S.04.A.051	+		+				+									+		+	+	+



## Nota explicativă

Domeniul general de studiu: **041. Științe Economice**  
Domeniul de formare profesională: **0413. Business și administrare**  
Denumirea programului de studii: **0413.1 Business și administrare**  
Numărul total de credite de studiu: **180**  
Titlul obținut: **Licențiat în științe economice**

Domeniul *Business și Administrare* are ca scop de a pregăti specialiști pentru activități de administrare a afacerilor, precum și conducerea diferitor subdiviziuni ale organizațiilor. La nivel de întreprindere specialistul din domeniul *Business și Administrare* este cel care trebuie să asigure buna desfășurare a tuturor activităților: achiziționarea resurselor economice, producerea / prestarea serviciilor; vânzările; formarea și perfecționarea structurii organizatorice a firmei, planificarea activității economice; dezvoltarea sistemului informațional; gestionarea resurselor umane. Totodată, absolvenții domeniului de formare Business și Administrare sînt potențialii antreprenori care vor crea locuri de muncă și noi perspective pentru progresul socio-economic.

La ciclul I (Licență) se vor instrui specialiști în domeniul *Business și administrare* fiind pregătiți pentru organizarea și gestionarea activității atât la nivel de agenți economici, cu diferite forme de proprietate (de stat, privată sau mixtă), cit și la nivel național: specialiști capabili să gîndească strategic și creativ, să adopte decizii calitative, lideri orientați spre îmbunătățirea performanțelor organizației, spre calitate și perfecționare continuă.

Pregătirea la această specialitate îi asigură titlul de Licențiat în științe economice. Ocupațiile tipice pentru absolvenții în domeniul Business și Administrare sunt:

- antreprenor
- manager/administrator
- economist
- agent de achiziții
- funcționar ocupat cu dispecerizarea producției
- agent comercial
- specialist în activități comerciale
- funcționar ocupat cu evidența,
- recepția și livrarea mărfurilor.

Planul de învățământ a fost racordat la obiectivele proiectului ERASMUS\* „Introducerea învățării bazate pe probleme în Moldova: Spre consolidarea competitivității și șanselor de angajare ale studenților / Introducing Problem Based Learning in Moldova: Toward Enhancing Students' Competitiveness and Employability”, fiind elaborat în conformitate cu prevederile:

1. Codului educației al Republicii Moldova, nr. 152 din 17 iulie 2014;
2. Legii privind aprobarea Nomenclatorului domeniilor de formare profesională și al specialităților pentru pregătirea cadrelor în instituțiile de învățământ superior, ciclul I, nr. 142-XVI din 07 iulie 2005;
3. Hotărârea Guvernului Nr. 482 din 28.06.2017 cu privire la aprobarea Nomenclatorului domeniilor de formare profesională și al specialităților în învățământul superior.

4. Planului-cadru pentru studii superioare (ciclul I - Licență, ciclul II - Master, studii integrate, ciclul III - Doctorat), aprobat prin ordinul Ministerului Educației nr. 1045 din 29 octombrie 2015;

5. Regulamentului de organizare a studiilor în învățământul superior în baza Sistemului Național de Credite de Studiu, aprobat prin ordinul Ministerului Educației nr. 1046 din 29 octombrie 2015;

6. Cadrului Național al Calificărilor al Republicii Moldova și Cadrului Național al Calificărilor pentru învățământul superior pe domenii de formare profesională.

Scopul programului-pilot este trecerea de la învățământul clasic (unde profesorul este furnizor de informații, iar studentul receptorul informației) la învățământ bazat pe PBL (studierea axată pe probleme), ceea ce ar permite formarea specialiștilor competitivi pe piața muncii și calificați în domeniul de formare profesională 363. Business și administrare, Specialitatea: 363.1. Business și administrare.

Toate disciplinele sunt repartizate pe module (cicluri), după cum urmează:

- Modulul disciplinelor fundamentale (cod F) – 63 credite;
- Modulul disciplinelor de creare a abilităților și competențelor generale (cod G) - 16 credite;
- Modulul disciplinelor de orientare socio-umanistică (cod U) – 17 credite;
- Modulul de orientare spre specializare (cod S) – 57 credite.

Absolventul obține titlul de Licențiat în științe economice la îndeplinirea integrală a planului de învățământ, promovării probelor de evaluare, inclusiv examenului de licență, conform sistemului de notare în Republica Moldova cuprins între 1 și 10 puncte, notele de promovare fiind 5 – 10, și acumulării a 180 credite transferabile conform Sistemului European de Credite Transferabile (ESTC).

Programul de studii s-a bazat pe obiectivele și cerințele Cadrului Național al Calificărilor conform Domeniului general de studii: 36. Științe Economice, Domeniului de formare profesională: 363. Business și administrare, Specialitatea: 363.1. Business și administrare.

Cadrul Național al Calificărilor presupune următoarele finalități:

1. Să demonstreze cunoștințe funcționale în următoarele domenii:
  - 1.1. Teorie economică – geneză, esență, metodologia și metoda, legități economice
  - 1.2. Management – evoluția științei management, conținutul principalelor, procese și funcții manageriale
  - 1.3. Marketing – elaborarea și realizarea, politici de marketing a întreprinderii
  - 1.4. Piețe – studierea, funcționarea și dezvoltarea piețelor de resurse, bunuri și servicii
  - 1.5. Clienți – factori de influență, procese de cumpărare și consum, modele de consum
  - 1.6. Drept – cunoașterea legislației privind antreprenoriatul și întreprinderile, micul business, protecția consumatorului, publicitatea din Republica Moldova
  - 1.7. Finanțe – managementul finanțelor, utilizarea contabilității și altor sisteme financiare
  - 1.8. Sisteme informaționale – dezvoltarea și exploatarea sistemelor informaționale cu impact asupra realizării funcțiilor manageriale în organizație.
2. Să inițieze 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 legile și normele stabilite
6. Să ajusteze activitatea organizației la cerințele mediului ambiant
7. Să adopte decizii optime în condiții de certitudine, incertitudine, risc
8. Să elaboreze structura organizatorică a organizației

9. Să evalueze și să îmbunătățească eficiența și eficacitatea activităților din organizație
10. Să se automotiveze 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
15. Să asigure și să gestioneze utilizarea eficientă a resurselor materiale, financiare și informaționale
16. Să organizeze procesul de cercetare în domeniul business și administrare
17. Să elaboreze o lucrare aplicativă ce se referă la soluționarea unei 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 elaboreze judecăți bazate pe cunoașterea problematicii sociale și etice care apar în muncă sau studiu.

Ansamblul metodelor și procedurilor didactice utilizate în procesul formării vor fi afit metodele tradiționale (prelegeri și seminare), modificate și completate în funcție de obiectivele propuse, cit și metodele moderne, interactive orientate spre cultivarea interesului, motivației, activismului, colaborării sociale, spiritului de organizare, inițiativei, inventivității și creativității.

În procesul de studii se va pune accent pe metodele activ-participative (interactive), care sporesc potențialul intelectual al beneficiarilor prin angajarea unui efort personal în actul învățării și pregătirii studenților pentru o viață profesională activă și creativă. Se vor utiliza forme de organizare flexibile și diversificate, specifice naturii conținuturilor și desfășurării activității cu adulții, care asigură o învățare formativă, operațională, de dezvoltare, axate pe formarea de capacități operaționale, procese psihice, deprinderi, atitudini, convingeri, valori, idealuri și aspirații, schimbări de mentalități (prelegerii, seminare, instruirea asistată de calculator, laboratoare și ateliere etc.). Se vor îmbina în mod specific, pentru diferitele situații, metode și procedee precum: studiul de caz, jocul de rol, conversația euristică, dezbateri, brainstorming, problematizarea, investigația, proiectul, explorarea din unghiuri de vedere multiple, discuția panel, argumentarea și contra argumentarea, învățare academică independentă etc.

Susținerea personală a fiecărui student va fi asigurată de sistemul de tutorat.

Evaluarea va viza eficacitatea activităților educaționale prin prisma raportului dintre obiectivele proiectate și rezultatele obținute de către studenți în activitatea de învățare. Ea se va realiza de către profesori și va viza nu numai cunoștințele, ci și competențele, capacitățile și atitudinile.

*Evaluarea va avea o funcție pedagogică complexă:*

- a) din perspectiva celui evaluat – de stimulare, de întărire a rezultatelor, de formare a unor abilități, de conștientizare a propriilor posibilități, de orientare profesională pozitivă;
- b) din perspectiva celui care evaluează – de apreciere a eficienței celor întreprinse de el și a modificărilor necesare pentru realizarea plenară a obiectivelor.

Planul de învățământ a fost aprobat la ședința Catedrei de Economie și Management în Afaceri și Servicii.

# Annex3: Bachelor's degree programme Business and Administration English Translation

## MINISTRY OF EDUCATION OF THE REPUBLIC OF MOLDOVA CAHUL STATE UNIVERSITY „BOGDAN PETRICEICU HASDEU”

### CURRICULUM

### APROVED

#### Cycle I, Licence

Context: ISCED - 6  
General field of education: **041. Economic Sciences**  
Professional field of education: **0413 Business and administration**  
Name of curriculum: **0413 Business and administration**  
Total number of ECTS credits: **180**  
Awarded title: **Bachelor in economic sciences**  
Original admission document: **BAC, Specialised upper secondary education (Junior college), high education**  
Study language: Romanian  
Form of education: **full time**

The Senate of  
Cahul State  
University „Bogdan  
Petriceicu Hasdeu”

Minutes no. 08  
from April 27, 2017  
Chair of Senate  
Dr. hab., tenured  
prof.

\_\_\_\_\_  
Popa Andrei

Academic year	Didactic activities		Examination sessions		Internship	Holidays		
	sem. I	sem. II	Sem.I	Sem.II		Winter	Spring	Summer
I	01.09-15.12 (15 weeks)	01.02-20.05 (15 weeks)	16.12-29.01 (4 weeks)	23.05-23.06 (4 weeks)	-	31.12-10.01 21.01-31.01 (2 weeks)	Easter (1 week)	25.06-31.08 (9 weeks)
II	01.09-15.12 (15 weeks)	01.02-11.05 (13.5 weeks)	16.12-29.01 (4 weeks)	23.05-23.06 (4 weeks)	12.05-22.05 <i>Production internship (initiation)</i> (1.5 weeks)	31.12-10.01 21.01-31.01 (2 weeks)	Easter (1 week)	25.06-31.08 (9 weeks)
III	01.09-15.12 (15 weeks)	01.02-21.02 (3 weeks)	16.12-29.01 (4 weeks)	14.03-20.03 (2 weeks)	22.02-13.03 <i>Production internship</i> (3 weeks) 21.03-20.04 <i>Research internship</i> (4.5 weeks)	31.12-10.01 21.01-31.01 (2 weeks)	Easter (1 week)	-

# UNIVERSITY CALENDAR

## Academic year I, semester I

Code	Name of course unit/module	Total hours			Hours per week			Evaluation form	Nr. of credits
		Total	direct contact	Individual learning	Lecture	Seminar	Laboratory		
G.01.O.001	Foreign language I	60	30	30	-	-	10	E	2
G.01.O.002	Information Communication Technologies	60	30	30	10	10		E	2
	Problem Based Learning (PBL) principles	60	30	30	10	10		E	2
F.01.O.003	Economic Theory I (Microeconomics)*	180	90	90	45	45	45	E	6
F.01.O.004	Mathematics applied to economics	180	60	120	30	30	30	E	6
F.01.O.050 S.01.O.005	<i>Module:</i> <i>Computing applied to economics and business communication</i> Computing applied to economics Business correspondence and communication	<i>180</i> 90 90	<i>60</i> 30 30	<i>120</i> 60 60	<i>30</i> 15 15	<i>15</i> 15	<i>15</i> 15	E	6
F.01.O.006	Basics of management*	180	60	120	30	30		E	6
	<b>Total hours and credits granted</b>	900	360	540	155	130	75	6E	30
G.01.O.009	Physical Education	30	30	-	-	-	30	Adm	-
	<b>TOTAL HOURS FOR SEMESTER I</b>	<b>930</b>	<b>390</b>	<b>540</b>	<b>155</b>	<b>130</b>	<b>105</b>	<b>6E</b>	<b>30</b>



### Academic year I, semester II

Code	Name of course unit/module	Total hours			Hours per types of activities			Evaluation form	Number of credits
		Total	direct contact	individual learning	Lecture	Seminar	Laboratory		
G.02.O.008	Foreign Language II	60	30	30	-	10	20	E	2
G.02.A.009	Professional ethics and culture	120	60	60	30	30	-	E	4
F.02.O.010	Economic Theory II (Macroeconomics) *	180	90	90	45	45	-	E	6
F.02.O.011	Basics of entrepreneurship*	180	90	120	45	45	-	E	6
F.02.O.012	Economic statistics**	180	60	120	30	30	-	E	6
F.02.O.013	Basics of accounting**	180	60	120	30	30	-	E	6
	<b>TOTAL HOURS IN SEMESTER II</b>	900	390	510	180	190	20	6E	30

\*A common mini-project shall be developed for both courses (for each semester). **Mini-project** – a research conducted in a group of 3-5 student related to a group of connected course units. To be admitted for the examination and to get the credits, the student MUST present the research Mini-project.

\*\* A common mini-project shall be developed for both courses. Mini-project – a group work (3-5 students) to conduct a research related to a group of connected course units. To be admitted for the examination and to get the credits, the student MUST present the research Mini-project.

### Academic year II, semester III

Code	Name of course unit/module	Total hours			Hours per week			Evaluation form	Nr. of credits
		Total	direct contact	individual learning	Lecture	Seminar	Laboratory		
G.03.O.014	Foreign language III	60	30	30	-	10			2
U.03.A.015 U.03.A.016	Economic Doctrines Philosophy and logics of the economic and engineering activity	120	60	60	30	30	20	E	4
S.03.A.017 S.03.A.018	Production management* Technology and	180	90	90	45	45	--	E	6

	commodity science								
F.03.O.019	Management methods and techniques*	180	90	90	45	45	-	E	6
S.03.A.020 S.03.A.021	Enterprise finance* Finance	180	60	120	30	30	-	E	6
S.03.A.022 S.03.A.023	Business law* International commercial law	180	60	120	30	30	-	E	6
		<b>900</b>	<b>390</b>	<b>510</b>	<b>180</b>	<b>190</b>	<b>20</b>	<b>6E</b>	<b>30</b>
	<b>TOTAL HOURS FOR SEMES-TER III</b>								

#### Academic year II, semester IV

Code	Name of course unit/ module	Total hours			Hours per week			Evaluation form	Nr. of credits
		Total	direct contact	individual learning	Course	Seminar	Laboratory		
G.04.O.024	Foreign language IV	60	30	30	-	10	30	E	2
U.04.A.025 U.04.A.025	Leadership Initiation in human capital economics	120	60	60	30	30	-	E	4
*G.04.O.027	Communication techniques (for allophone groups)	90	45	45	15	-	-	E	3
*U.04.A.028 *U.04.A.029	Public speaking art (except allophone groups) Communication techniques (except allophone groups)								
S.04.A.051 S.04.A.230 S.04.A.031	Entrepreneurial projects management* Planning systems Business planning	180	90	90	45	45	-	E	6

F.04.O.032	Marketing*	180	60	120	30	30	-	E	6
F.04.O.033	Human resource management*	180	60	120	30	30	-	E	6
	Production internship (induction)*	90		45	1,5 weeks			E	3
<b>TOTAL HOURS FOR SEMESTER IV</b>		<b>900</b>	<b>345</b>	<b>510</b>	<b>150</b>	<b>145</b>	<b>50</b>	<b>7E</b>	<b>30</b>

\*A semestrial interdisciplinary project shall be developed (for each semester). **Project** – a research conducted in a group of 3-5 student related to all the course units (fundamental and/or specialised) studied during the semester. To be admitted for the examination and to get the credits, the student **MUST** present the research Project.

### Academic year III, semester V

Code	Name of course unit/ module	Total hours			Hours per week			Evaluation form	Nr. of credits
		Total	direct contact	individual learning	Lecture	Seminar	Laboratory		
U.05.A.034 U.05.A.035	European economic integration Community policies for regional development	90	45	45	20	25	-	E	3
U.05.A.036 U.05.A.037	Intellectual property rights Legal initiation into copyright and related rights	90	45	45	20	25	-	E	3
S.05.O.38	Economic and financial analysis*	180	90	90	45	45	-	E	6
S.05.O.39	Risk management*	180	90	90	45	45	-	E	6
S.05.A.40 S.05.A.41	Supply management** Sales techniques	180	60	120	30	30	-	E	6
S.05.A.42 S.05.A.43	Quality management** Quality management systems	90	30	60	15	15	-	E	3
S.05.A.44	Entrepreneurial development project***	90	30	60			30	E	3
<b>TOTAL HOURS FOR SEMESTER V</b>		<b>900</b>	<b>390</b>	<b>510</b>	<b>175</b>	<b>185</b>	<b>30</b>	<b>7E</b>	<b>30</b>

\*A common mini-project shall be developed for both courses.

\*\*A mini-project shall be developed for both courses.

\*\*\*A mini-project shall be developed. **Mini-project** – a research conducted in a group of 3-5 student related to a group of connected course units. To be admitted for the examination and to get the credits, the student MUST present the research Mini-project

### Academic year III, semester VI

Code	Course title	Total hours			hours per week			Evaluation form	Nr. of credits
		Total	direct contact	individual learning	Course	Seminar	Laboratory		
S.06.A.145 S.06.A.046	Compared Management* International trade management	90	45	45	22.5	22.5	-	E	3
S.06.A.047 S.06.A.048	Innovation management* Merchandising	90	45	45	22.5	22.5	-	E	3
	Production (specialty) internship*	180	-	180	3 weeks			E	6
	Research internship	270	-	270	4.5 weeks			E	9
	Bachelor graduation examination	270	-	270	-	-	-	E	9
<b>TOTAL HOURS FOR SEMESTER VI</b>		<b>900</b>	<b>90</b>	<b>810</b>	<b>45</b>	<b>45</b>	<b>0</b>	<b>5E</b>	<b>30</b>

\*A project shall be developed. **Project** – a research conducted in a group of 3-5 student related to all the course units (fundamental and/or specialised) studied during the semester. To be admitted for the examination and to get the credits, the student MUST present the research Project.

**Note:** The hours planned (in all semesters) for Seminars, Laboratory classes and Individual learning shall be carried out using the Problem Based Learning (PBL). Students shall develop research projects related to the courses in the module, in groups (of 3-5 people), being guided by the teachers.

### Psycho-pedagogic Education Module

Code	Name of course unit/ module	Total hours			Hours per week			Evaluation form	No. of credits
		Total	direct contact	individual learning	Lecture	Seminar	Laboratory		
Pedagogy module									
F.01.O.001	General pedagogy and pedagogic ethics	180	90	90	45	45	-	Exam	6
F.02.O.002	Theory and methodology of education	120	60	60	30	30	-	Exam	4

F.03.O.003	Inclusive education	60	30	30	15	15	-	Exam	2
<b>Psychology module</b>									
F.04.O.004	Basics of psychology: general and developmental	180	90	90	45	45	-		6
F.05.O.005	Educational psychology and conflictology	180	90	90	45	45	-		6
<b>Course didactics</b>									
S.06.O.006	Course didactics (mono-s)	180	90	90	45	45	-	Exam	6
S1.06.O.007 S2.06.O.008	Course A didactics Course B didactics								
<b>Total:</b>		<b>900</b>	<b>450</b>	<b>450</b>	<b>225</b>	<b>225</b>	<b>-</b>	<b>5E</b>	<b>30</b>
<b>Internships</b>									
	Induction (psycho-pedagogic) internship	60	-	60	-	-	-	Exam	2
	Internship, Major 1	420	-	420	-	-	-	Exam	14
	Internship, Major 2	420	-	420	-	-	-	Exam	14
<b>Total:</b>		<b>900</b>	<b>-</b>	<b>900</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3E</b>	<b>30</b>

### Minimal curricular requirements for admission to cycle II, Master education

No.	Course name	Total hours			No. of hours per week			Form of evaluation	No. of credits
		Total	Direct contact	Individual learning	Lecture	Seminar	Laboratory		
1	Economic theory I (Macroeconomics)	180	30	150	8	7	-	E	6
2	Economic theory II (Macroeconomics)	180	30	150	8	7	-	E	6
3	Basics of management	180	30	150	8	7	-	E	6
4	Basics of accounting	120	20	100	4	4	2	E	4
5	Corporate finance	120	20	100	5	5	-	E	4
6	Higher mathematics	120	20	100	8	7	-	E	4
	<b>TOTAL</b>	<b>900</b>	<b>150</b>	<b>750</b>	<b>41</b>	<b>37</b>	<b>2</b>	<b>6E</b>	<b>30</b>

### Internships

Internships		Sem.	No. hours/week	Period	No. of credits
1	Specialty internship:				
	- Induction	4	1.5/90	May	3
	- Production	6	3/180	March	6
2	Research internship (research, documentation, final drafting of the BA dissertation)	6	4.5/270	May	9

### Optional Courses

No.	Course name	Year	Semester	No. of hours by type of activities			Evaluations	No. of credits
1	Civil protection	I	II	15	15	-	E	2
2	Overall career guidance principles	I	II	15	15	-	E	2
3	Foreign language for beginners	I	II	--	45	-	E	3
4	Foreign language for beginners	II	III		45	-	E	3
5	Labour security	II	III	15	15	-	E	2
6	Basics of volunteering	II	III	15	15	-	E	2
7	Protection and family planning	III	V	15	15	-	E	2
8	Innovative career development	III	V	15	15	-	E	2

### Bachelor Examination

No.	Name of activity	Period	Credits
1	Integrating examination: Economics and Business management	23.05-31.05	4
2	Presentation of the final dissertation	23.05-31.05	5

### Total

No.	Components	No. of credits
1	I. Fundamental courses	63
	II. Courses aimed at creating overall skills and competences	16
	III. Socio-humanistic courses	17
	IV. Specialization courses	57
2	Internships	18
3	Bachelor examination	9
	<b>TOTAL</b>	<b>180</b>
4	Psycho-pedagogic module	60

**Matrix of Program and Course Unit Outcomes Correlation**

Generic competences	Course units	No. of credits	Unit code	Specific competences																			
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
<b>1.Basic know-ledge in the field</b>  <b>2. Analysis and synthesis capacity</b>  <b>3. Learning capacity</b>  <b>4. Communication capacity (including in a foreign language)</b>  <b>5. Initiative and entrepreneurship spirit</b>	(Micro- and macro) Economic theory	12	F.01.O.004 F.02.O.004	+					+	+								+					
	Foreign language (I, II, III, IV)	8	G.01.O.001 G.02.O.008 G.03.O.014 G.04.O.024	+							+						+					+	
	Information communications technologies	4	G.01.O.002	+						+									+				
	Principles of Problem Based Learning (PBL)	4	F.02.O.049	+				+	+	+			+	+	+		+		+	+	+	+	+
	Economic Mathematics	6	F.02.O.004	+						+													
	<i>Module: Economic computing and business communication: Economic computing Business correspondence and communication</i>	6	F.01.O.050 S.01.O.005	+										+				+					

	Basics of management	6	F.01.O.006	+					+	+			+	+			+					+
	Professional ethics and culture	4	G.02.O.009	+					+	+			+	+		+						+
	Basics of entrepreneurship	6	F.02.O.011	+	+	+	+	+	+	+	+		+	+		+					+	+
	Economic statistics	6	F.02.O.012	+		+	+			+						+					+	+
	Basics of accounting	6	F.02.O.013	+												+						
	Economic doctrines	4	U.03.A.015	+				+														+
	Philosophy and logics of the economic and engineering activity	4	U.03.A.016	+													+				+	+
	Production management	6	S.03.A.017	+							+	+				+						
	Technology and commodity science	6	S.03.A.018	+					+								+					
	Management methods and techniques	6	F.03.O.019	+		+	+		+			+				+			+			
	Enterprise finance	6	S.03.A.020	+																		



	Finance	6	S.03.A.02 1	+				+		+							+					
	Busi- ness law	6	S.03.A.02 2	+				+	+								+					
	Interna- tional com- mercial law	6	S.03.A.02 3	+				+	+								+					
	Entrep- reneu- rial projects manage- ment	6	S.04.A.05 1	+		+			+								+		+	+	+	+
	Plann- ing systems	6	S.04.A.03 0	+					+								+					
	Busi- ness plann- ing	6	S.04.A.03 1	+	+	+	+	+	+		+			+	+						+	
	Market- ing	6	F.04.O.03 2	+					+	+							+	+			+	+
	Human re- source manage- ment	6	F.04.O.03 3	+									+	+	+		+				+	
	Econo- mic and finan- cial analysis	6	S.05.O.03 8	+		+	+					+					+					
	Risk manage- ment	6	S.05.O.03 9	+	+	+	+		+	+			+								+	+
	Supply manage- ment	6	S.05.O.04 0	+					+									+				
	Sales tech- niques	6	S.05.A.04 1	+					+									+				



## **Description**

1. Prove functional knowledge in the following areas:
  - 1.1 Economic theory – genesis, essence, methodology and method, laws governing economics
  - 1.2 Management – developments in the science of management; content of the main managerial processes and functions
  - 1.3 Marketing – development and implementation of the marketing policy of enterprise
  - 1.4 Markets – research, operation and development of the market of resources, goods, and services
  - 1.5 Customers – influencing factors; purchase and consumption processes; consumption models
  - 1.6 Law – knowing the legal framework on entrepreneurship and enterprises, small business, consumer protection, and advertising in Moldova
  - 1.7 Finance – finance management; applying accounting and other financial systems
  - 1.8 Information systems – development and use of information systems with an impact on carrying out the managerial functions in an organisation
2. Start a business
3. Be familiar with the methods to identify business ideas and assess opportunities
4. Be familiar with the methods to assess and minimize business risks
5. Secure the conduct of activities in accordance with the set laws and rules.
6. Conduct the activity of the organisation in line with the demands of the market
7. Make the best decisions under conditions of both certainty, uncertainty, and risk.
8. Prepare the organisational structure of the organisation
9. Evaluate and improve the efficiency and effectiveness of the organization activities
10. Get self-motivated and increase own work efficiency
11. Establish teams and develop the cooperation
12. Motivate and establish productive work relations
13. Apply quality management systems
14. Communicate in a persuasive and efficient manner
15. Secure and manage the efficient use of material, financial and information resources
16. Organise the research process in the field of business and administration
17. Develop an applicative paper on solving a problem 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. Develop reasoning based on knowledge of the social and ethical issues arising at work or in study

### **Explanatory note**

General field of education: 041. Economic Sciences

Field of professional education: 0413. Business and Administration

Name of education program: 0413.1 Business and administration

Total number of ECTS credits: 180

Awarded title: Bachelor in economic sciences

The aim of education in the field of Business and administration is to educate specialists for business administration activities, as well as for leading different subdivisions of an organisation. Within an enterprise, the specialist in the field of Business and Administration is the one who should secure proper conduct of all activities: purchase of economic resources, production/service provision; sales; establishing and streamlining company's organisational units; planning of economic activities; information system development; human resource management. 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.

Specialists in the field of Business and Administration will get education in the Bachelor cycle. They will get skills in organising and managing the activity both within state, private or mixt businesses, as well as public entities. Thus, the graduates will be specialists capable of thinking strategically and creatively, adopting qualitative decisions; leaders aiming at continuously enhancing the performance of the organisation, including in terms of quality.

Education within this specialty secures to the graduate the tile of Bachelor in Economic Sciences. Typical occupations for the graduates in the field of Business and Administration are as follows:

- entrepreneur
- manager/administrator
- economist
- procurement management
- production dispatcher
- sales agent
- trade specialist
- record-keeper
- specialist in charge of reception and delivery of commodities.

This curriculum has been aligned to the objectives of the ERASMUS Project “Introducing Problem Based Learning in Moldova: Toward Enhancing Students’ Competitiveness and Employability”, and was developed in accordance with the provisions of:

1. Education Code of Moldova No.152 of July 17, 2014;
2. The Law on Approval of the List of Areas for Professional Education and Specialties for Education in Higher Education Institutions, Cycle I, No.142-XVI of July 07, 2005;
3. Government Decision No.482 of 28.06.2017 on Approval of the List of Areas for Professional Education and Specialties in Higher Education.

4. Framework Curriculum for Higher Education (Cycle I – Bachelor, Cycle II – Master, integrated studies, Cycle III – PhD), approved by Order of the Ministry of Education No.1045 of October 29, 2015;
5. Regulation for Organisation of Studies in Higher Education based on the National Education Credits System, approved by Order of the Ministry of Education No.1046 of October 29, 2015;
6. The National Qualifications Framework of Moldova and the National Qualifications Framework for Higher Education by areas of professional education.

The goal of this pilot-program is to shift from the classic education (where the teacher is a provider and the student - a receiver of information) to Problem-Based Education (PBL), which allows educating competitive specialists on the labour market, qualified in the professional education field 363. Business and Administration, Specialty: 363.1. Business and Administration.

All courses are distributed by modules (cycles), as follows:

- Module of basic courses (code F) – 63 credits;
- Module of courses for creating general skills and competences (code G) - 16 credits;
- Module of socio-humanitarian courses (code U) – 17 credits;
- Module of specialisation (major) courses (code S) – 57 credits.

The graduate shall receive the title of Bachelor in Economic Sciences after fulfilling entirely the curriculum, passing the evaluation exam, including the final BA exam, based on the Moldovan marking system of 1-10 points, the positive marks being 5-10, and after having accumulated 180 transferable credits in line with the European Transferable Credits System (ETCS).

The Curriculum relied on the objectives and requirements of the National Qualifications Framework, according to the General Education Field 36. Economic Sciences, Field of Professional Education: 363. Business and Administration, Specialty: 363.1. Business and Administration.

The National Qualifications Framework implies the following outcomes:

1. Show functional knowledge in the following areas:
  - 1.1 Economic theory – genesis, essence, methodology and method, laws governing economics
  - 1.2 Management – developments in the management science; content of the main managerial processes and functions
  - 1.3 Marketing – development and implementation of the marketing policy of enterprise
  - 1.4 Markets – research, operation and development of the market of resources, goods, and services
  - 1.5 Customers – influencing factors; purchase and consumption processes; consumption models
  - 1.6 Law – knowing the legal framework on entrepreneurship and enterprises, small business, consumer protection, and advertising in Moldova
  - 1.7 Finance – financial management; applying accounting and other financial systems
  - 1.8 Information systems – development and use of information systems for carrying out the managerial functions in an organisation.
2. Start a business.
3. Have knowledge of the methods to identify business ideas and assess opportunities.
4. Have knowledge of the methods to assess and minimize business risks.

5. Secure the conduct of activities in accordance with the set laws and rules.
6. Adjust the activity of the organisation to the requirements.
7. Take the best decisions under conditions of certainty, uncertainty, and risk.
8. Prepare the organisational structure of the organisation.
9. Assess and improve the efficiency and effectiveness of the organization activities.
10. Get self-motivated and increase the efficiency of their own activity.
11. Establish teams and develop the cooperation.
12. Motivate and establish productive work relations.
13. Apply quality management systems.
14. Communicate persuasively and efficiently.
15. Secure and manage the efficient use of material, financial and information resources.
16. Organise the research process in the field of business and administration.
17. Develop an applicative paper on solving a problem in the field of business administration.
18. Prepare projects and coordinate their implementation.
19. Have awareness of the area of competence and involvement of managers at different hierarchical levels.
20. Develop reasoning based on knowledge of the social and ethical issues arising at work or in education.

The didactical methods and procedures used in training will be both traditional methods (lectures and seminars), adjusted and supplemented based on the set objectives and the modern interactive methods oriented towards cultivating the interest, the motivation, the activism, social collaboration, sense of organisation, initiative, inventiveness and creativity.

During the education process, the focus will be on the active-participative (interactive) methods, which increase the intellectual potential of the beneficiaries by calling for personal efforts in the process of learning and preparing for an active and creative professional life. Flexible and diverse organisation forms shall be applied, specific for the types of contents and the activities conducted with adults, to secure formative, operational, developmental learning, in order to build operational capacities, psychical processes, habits, attitudes, beliefs, values, ideals and aspirations, mind-set change (in lectures, seminars, computer-assisted education, laboratories and workshops , etc.). In different situations, the following methods and procedures will be combined: case study, roleplay, heuristic conversation, debates, brainstorming, problem-raising, investigation, project, exploration from different angles, panel discussion, reasoning and counter-reasoning, independent academic learning, etc.

Tutors shall provide support to each student.

The evaluation will assess the efficiency of the education activities putting the set objectives against the results reached by the students within the learning activity. Evaluation will be conducted by the teachers and will assess not only knowledge, but also competences, capacities, and attitudes.

The evaluation will have a complex pedagogic function:

- a) for the student subject to evaluation – to stimulate, to consolidate the results, form some skills, awareness own possibilities, positive career orientation;
- b) for the evaluating teacher – to assess the efficiency of his/her approach and the changes needed to fulfil the objectives.

This curriculum was approved at the Chair of Economics, Management, Business, and Services.

## Annex 4: The advertising flyer of the study programme 2017

### PERSPECTIVE PROFESIONALE

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

- Întreprinzător
- Manager
- Economist
- Coordinator de proiect
- Consultant/instructor
- Agent comercial
- Funcționar în instituțiile publice

### BUSINESS ȘI ADMINISTRARE

Program de studii reproiectat în cadrul proiectului Erasmus plus „Introducing Problem Based Learning in Moldova: Toward Enhancing Students Competitiveness and Employability -PBLMD”

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



Universitatea de Stat „Bogdan Petriceicu Hasdeu” din Cahul



### OPORTUNITĂȚI de continuare a studiilor

- ⇒ Ciclu II, Masterat
- ⇒ Programe de colaborare cu universități din alte țări





AALBORG UNIVERSITY  
Research problem  
Erasmus+



Universitatea de Stat „Bogdan Petriceicu Hasdeu” din Cahul

**NOI ÎTI OFERIM O ȘANSĂ!**

or. Cahul  
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### BUSINESS și ADMINISTRARE

BUSINESS ADMINISTRATION

Facultatea de Economie, Inginerie și Științe Aplicate

**New!**

### DESPRE PROGRAM

Programul de studii Business și Administrare are drept scop formarea specialiștilor cu o pregătire universitară (ciclu 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 asociații necomerciale și în administrația publică

### DURATA STUDIILOR:

3ani / 6 semestre

### LIMBA DE INSTRUIRE:

Română/ Engleză

### 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 stagiul de practică în anul II (practica de specialitate), proiectul economic (proiect interdisciplinar și inter-universitar, elaborat în grup de către studenți de la 6 universități) și stagiul de practică de specialitate și de cercetare (elaborarea tezei de licență) prevăzut în anul III de studii.

### OPORTUNITĂȚI DE STUDII PESTE HOTARE

30 de studenți, cu rezultatele 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+ al Uniunii Europene

### CONȚINUTUL PROGRAMULUI

Teoria economică I - II (microeconomia; macroeconomia) / Bazele managementului / Metode și Tehnici de Management / Bazele antreprenoriatului / Bazele contabilității / Finanțele întreprinderii / Dreptul afacerilor / Marketing / Managementul producției / Managementul resurselor umane / Managementul riscurilor / Managementul aprovizionării / Managementul calității / Managementul inovațional

### COMPETENȚE DOBÂNDITE

La finalizarea de studii absolventul va fi competent:

- Să demonstreze cunoștințe funcționale în domeniu;
- Să rezolve problemă din domeniul administrării afacerilor;
- Să comunice convingător și eficient, inclusive 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 incertitudine;
- 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, rugăm să vizitați site-ul nostru:  
<http://feisa.usch.md/wp-content/uploads/2016/11/plan-BA-zi.pdf>