

Consolidarea capacităților în domeniul învățământului superior



Proiectul Nr. **585353-EPP-1-2017-1-RO-EPPKA2-CBHE-JP**
Titlul proiectului: *Reinforce entrepreneurial and digital skills of students
and teachers to enhance the modernization of higher education in MOLDOVA*
Durata proiectului: 15/10/2017-14/10/2021



Moldova State University/Newsletter nr.12/2021

JUNE | 2021

GENERAL PRESENTATION

-  The ReSTART Project aims to ensure the modernization of curricula of 5 HEIs from Moldova through developing, testing, and adapting an improved and upgraded Entrepreneurial Curriculum (master level) that would stimulate students' and teachers' innovation skills.
-  The aim of the project is to enhance the local business capacity, as well as to harness the potential of innovative and updated education based on the institutionalization of the entrepreneurial curriculum in all partner universities from Moldova. With this purpose in mind, the learning requirements in the field of entrepreneurship were defined and measured, all while taking into account the expectations of the local employment market. Currently, entrepreneurial education is being modernized according to European good practices by organizing trainings for professors and by exchanging experience with partner institutions.

TEACHERS 'LECTURES from EU universities for USM master students

Within the Erasmus + ReSTART project, lectures provided by professors from EU universities are the most awaited activities by master students, and during the pandemic period they were conducted online in several iterations.

Thus, between 16-20 November 2020, within the Erasmus + ReSTART Project, teachers from EU countries, involved in the project, carried out a cycle of lessons at the Master's program in Business Administration. The topic addressed in the lectures focused on the disciplines "Business Management Theory" and "Systems of Management Decision ", with the following content:

❖ November 16, 2020 – *Marketing Approach and Concepts in Business Administration; Management decision making process. Applied persuasion techniques by manager*, Sen. Assist. Prof., PhD Milena TODOROVA, University of Ruse "A. Kanchev" (URAK, Bulgaria).

❖ November 17, 2020 – *Business environment analysis*, Lect., Ph.D. Beatrice LEUȘTEAN, University Politehnica of Bucharest (UPB, Romania); *Mind maps in managerial decisions making, case study probabilistic tree in managerial decisions making*, PhD Radovan DRÁB, Technical University of Kosice (TUKE, Slovakia).

❖ November 18, 2020 – *Business process modelling theory*, Dana PAĽOVÁ TUKE (P3); *Strategic maps Balanced Scorecard, case study from a process perspective, northwest corner method*", Phd Radovan DRÁB, Technical University of Kosice (TUKE, Slovakia).

❖ November 19, 2020 – *Business process modelling and practical examples*, Dana PAĽOVÁ, Technical University of Kosice (TUKE, Slovakia); *Managing stress*, Sen. Assist. Prof., PhD Bozhana STOYCHEVA University of Ruse "A. Kanchev" (URAK, Bulgaria).

❖ November 20, 2020 – *Evaluation of the Efficiency of Integrated Marketing Communications Programs*, Prof. PhD. Diana ANTONOVA, University of Ruse "A. Kanchev" (URAK, Bulgaria); *Managerial decisions – a case study*, Prof. Dr. Eng. Radu D. STANCIU, University Politehnica of Bucharest (UPB, Romania).

The next round of lectures provided by professors from EU universities within the Erasmus+ ReSTART project took place in March 2021. The teaching activities were

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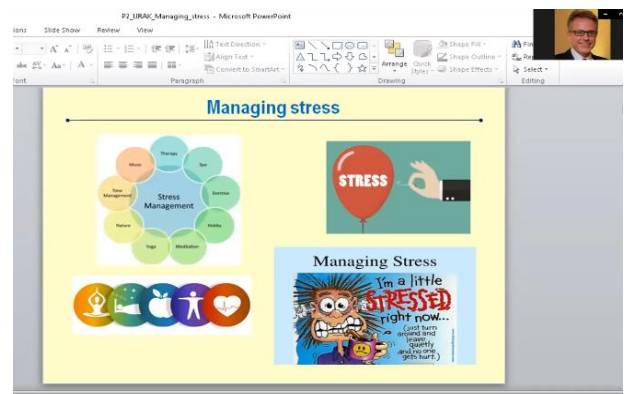
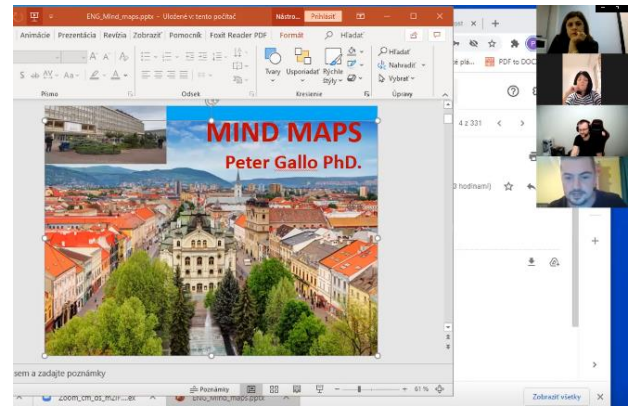
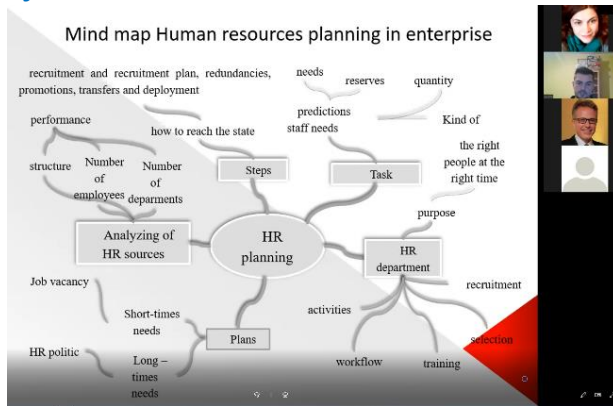
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held online and were dedicated to students of the master's programs "Business Administration" and "Human Resource Management". The topic of the lectures was related to the courses "Change Management" and "Business Planning and Evaluation", with the following content:

- ❖ March 02, 2021 – *The role of leadership in change management*, Radovan DRAB, Ph.D., Technical University of Kosice (TUKE, Slovakia).
- ❖ March 09, 2021 – *Sources of change and resistance to change in organizations*, Sen. Assist. Prof., PhD. Milena TODOROVA, University of Ruse "A. Kanchev" (URAK, Bulgaria).
- ❖ March 16, 2021 – *Change management models and a case study*, Sen. Assist. Prof., PhD., Milena TODOROVA, University of Ruse „A. Kanchev” (URAK, Bulgaria).
- ❖ March 25, 2021 – *Business ideas and business opportunities*, Prof. Dr. Eng. Radu D. STANCIU, University Politehnica of Bucharest (UPB, Romania).

The usefulness and relevance of the lectures was highly appreciated by students and teachers, and the interest shown confirms the need to implement the ReSTART project.



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MONITORING

Erasmus+ ReSTART project

In the months September and October 2020, the National Erasmus+ Office of Moldova carried out a field monitoring visit within the project 585353-EPP-1-2017-1-EN-EPPKA2-CBHE-JP „Strengthening the entrepreneurial and digital skills of students and teachers to enhance the modernization of higher education in Moldova – ReSTART”.

The monitoring was divided into several sessions: the field visit took place on 10/09/2020 at the Moldova State University and the Academy of Economic Studies of Moldova, followed by an online session with the project team on 02/10/2020.

As a result of the monitoring visit and based on the information received the following conclusions were drawn by the National Erasmus+ Office:

“The ReSTART project is highly relevant for Moldovan national context. The project team has upgraded the Entrepreneurial Curriculum at master level, in collaboration with local enterprises representatives. The modernised curricula, as well as the diverse information sessions and business competitions, organised for students in the framework of the ReSTART project, will contribute to increasing their level of competence, boost the innovation skills of graduates and make them better meet the needs of the national labour market.

All Moldovan partner HEIs have elaborated methodologies for blended learning, developed the project’s e-network with digital resources: worksheets, success stories, simulations exercises, case studies, quizzes, projects and business plans. Moldovan HEIs have adopted the newest version of the MOODLE platform and all modernized courses have been published there. The project has contributed to a quick switch of all Moldovan project partner HEIs to the online and blended learning in the exceptional Covid19 circumstances. The ReSTART experience in elaboration of online supporting materials for students has been spread at institutional level.

At the same time, some recommendations were made for the project team in order to successfully carry out the planned activities and ensure the sustainability of the project. http://international.usm.md/?page_id=831&-lang=en.

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BUSINESS PLANS COMPETITIONS for students from the Republic of Moldova within the ReSTART project

In the period of December 10-11 2020, within the Erasmus+ ReSTART project, the third edition of the business plans competition for master students from the master's programs in Business Administration from partner universities in the Republic of Moldova was organized. The event was organized and hosted online by ASEM, a partner in the ReSTART project.

The competition was attended by 10 teams of master students from five universities of the Republic of Moldova: "Alec Russo" State University of Balti, Moldova State University, Academy of Economic Studies of Moldova, State Agrarian University of Moldova and the State University „B.P. Hașdeu” from Cahul. The business plans presented were judged by teachers and experts from partner institutions: University Politehnica of Bucharest (UPB, Romania); „Angel Kanchev” University of Ruse, Bulgaria; Technical University of Kosice, Slovakia; Agence Universitaire de la Francophonie (AUF), Romania.

The master students from MSU presented two business plans, namely:

Valeria VÎBORNOVA „Artbag” SRL – enterprise for production & selling customized

Lucia NEPOTU bags

Irina RACHIERU „Bambina” SRL – recruitment agency for social services



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Another edition of the Business Plans Contest in which USM master students participated in the master program "Business Administration", took place in the period of April 1 and 2, 2021. The event reached the fourth edition of the business plans contest organized within the Erasmus+ ReSTART project.

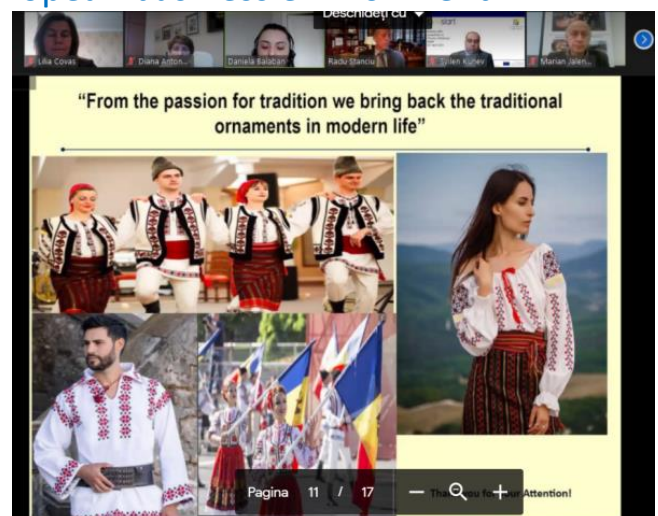
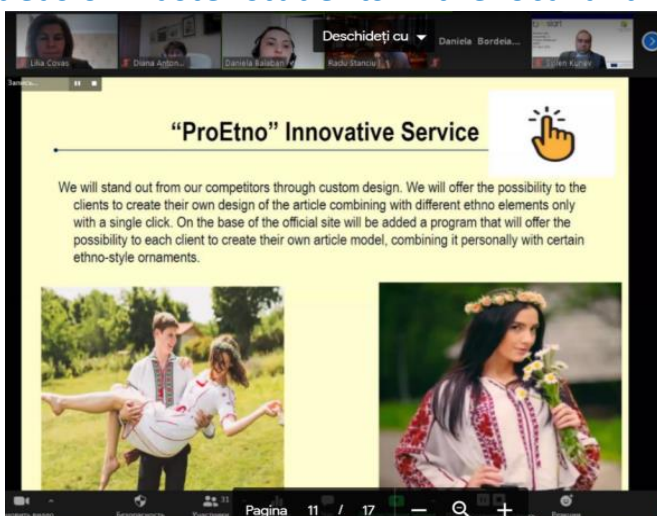
Within the Contest were presented 15 innovative business plans developed by master students from the five partner universities from the Republic of Moldova, involved in the ReSTART project.

MSU master students developed and submitted for the competition three innovative business plans. It is worth mentioning the quality of the plans presented by MSU master students, as well as their excellent presentation. Following the evaluation, our students won the III, IV and V places.

- ❖ Anastasia RUSU, Constantin BEJENARU "Training Center "IntelliMind Center" SRL" – III place.
- ❖ Victoria BABUC, Petru MORARU "Growing and marketing of organic strawberries" – IV place.
- ❖ Daniela BALABAN, Vasile TURCU "Promoting the national style by combining modern clothing with Ethno elements" – V place.

The judging of the Contest was carried out by the European partners of the project - experts from the University Politehnica of Bucharest (UPB), Romania; „Angel Kanchev” University of Ruse, Bulgaria; Kosice Technical University, Slovakia; and Agence Universitaire de la Francophonie (AUF), Romania.

These events represent an opportunity to promote the innovative business ideas of master students in the local and European business environment.



MULTIPLIER EVENT

of the results of the ReSTART project at MSU

"Successful Innovative Business Ideas"

On April 21, 2021, at the Moldova State University, the second Multiplier event took place within the Erasmus + ReSTART project. The theme of the event was "Successful Innovative Business Ideas" organized within the Erasmus + ReSTART project and in the context of the 75th anniversary of MSU.

The purpose of the multiplier event was to multiply the flow of good practices in entrepreneurship education, generated by the ReSTART project for a wider audience.

This event brought together students and master students from the Faculty of Economic Sciences, teachers, researchers, civil servants, entrepreneurs. A wide range of topics were addressed by event speakers and guests:

- Bozhana STOYCHEVA, sen. assist. prof., PhD, URAK

Career orientation for students at University of Ruse – The Entrepreneurial university

- Beatrice LEUSTEAN, PhD., UPB

Best practices from ReSTART project – entrepreneurship & digital skills development

- Dumitru POPA, vice-president of the Dubasari District Council

Opportunities for the development of innovative businesses by young people in the Dubăsari district

- Nicolae COJOCARU, entrepreneur, Great Britain

European entrepreneurial experience: diversifying innovative business in the UK

- Mariana DOGA-MIRZAC, associate professor, PhD, director of the ESF Doctoral School

Research project “Multidimensional evaluation and development of the entrepreneurial ecosystem at national and regional level in order to boost the SME sector in the Republic of Moldova”

- Liliana SPERELUP, entrepreneur, founder of the „BabyLinna” Brand

Experience in initiating and developing a successful innovative business in the Republic of Moldova

- Anastasia RUSU, master student, HP Italia, project manager

Smart business platforms

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The topics focused on capitalizing the opportunities to set up students start-ups, the training needed to meet the demands of the labour market, successful business models, the role of entrepreneurship education for the training of successful young entrepreneurs.

Proiectul de cercetare:
Evaluarea multidimensională și dezvoltarea
ecosistemului antreprenorial la nivel național și
regional în vederea impulsării sectorului IMM în
Republica Moldova

Prezentat: Doga-Mirzaci M., dr.hab., conf.univ.
Prezentarea este parte componentă din cadrul Proiectului de cercetare 20.0009.0807.38
Finanțat din bugetul de stat în cadrul Programului de Stat 2020-2023
21.04.2021

The Entrepreneurial university
INNOVATIVE YOUTH EXPO – SINCE 2016
heinnovate

Focus: to encourage young people to create and implement innovative ideas with the support of academia, business and the society.

Prezentarea generală a platformei Power BI

Power BI este un serviciu de analiză și afacerilor de către Microsoft. Acesta îți propune să ofere vizualizări interactive și capacități de business intelligence cu o interfață suficient de simplă pentru ca utilizatorii finali să și creeze propriile rapoarte și tablouri de bord.

Power BI Desktop este o soluție free folosită în analiza datelor, ce poate folosi o largă gamă de surse de date (Excel, Access, SQL, SharePoint etc.). Poate fi folosită în prezentarea interactivă de date iar rapoartele rezultate pot fi distribuite și altor utilizatori de Power BI Desktop, dar pentru a publica online a rezultatelor este nevoie de Power BI Service.

Power BI Service este o soluție de tip cloud, pe bază de licență, care pune rapoartele în panouri de bord (dashboard) ce pot fi vizualizate live, în mod interactiv. Chiar și în varianta online colaborarea cu Excel se face

Power BI Mobile este tot o soluție gratuită care permite vizualizarea rapoartelor din Power BI Service. Acestă soluție este valabilă atât pentru tablete cât și pentru telefoane inteligente (smartphone).

Co-funded by the
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of the European Union

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- RESTART -

Best practices from RESTART project - entrepreneurship & digital skills
development
21 April 2021

Multiplier event
University POLITEHNICA of Bucharest

prepared by Beatrice LEUSTEAN
University POLITEHNICA of Bucharest

**Support of entrepreneurship via start up
centre or business incubators.**

- Incubator – pre incubation phase
- Start up centre – already a functioning idea

TURN IDEAS INTO REALITY

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EDITORIAL NEWS AT MOLDOVA STATE UNIVERSITY

Course notes on Project Management course

In December 2020, the handbook "PROJECT MANAGEMENT" (Course Notes), elaborated by Veronica PRISĂCARU, associate professor at the Business Administration Department, was published. The paper is intended for students of the master programs "Business Administration" and "Human Resource Management", while being particularly useful for all those interested in the subject of project management.

The university course "Project Management" is subject to modernization within the Erasmus+ ReSTART project.

