

## PARTENERI

**UNIVERSITATEA POLITEHNICA  
BUCUREȘTI, România**

Coordonator proiect  
[www.upb.ro](http://www.upb.ro)

⇒ **Universitatea RUSE “ANGEL  
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### Parteneri din Republica Moldova

⇒ **ACADEMIA DE STUDII  
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[www.usarb.md](http://www.usarb.md)

⇒ **UNIVERSITATEA DE STAT DIN  
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[www.usm.md](http://www.usm.md)

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STAT DIN MOLDOVA**

[www.uasm.md](http://www.uasm.md)

⇒ **UNIVERSITATEA DE STAT  
“BOGDAN PETRICEICU  
HASDEU” CAHUL**

[www.usch.md](http://www.usch.md)



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### ACADEMIA DE STUDII ECONOMICE DIN MOLDOVA

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Co-funded by the  
Erasmus+ Programme  
of the European Union

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

Erasmus+ Programme 2014-2020  
KA2 – Cooperation for innovation and  
the exchange of good practices  
Capacity Building in the field of HEPS  
Project No. 585353-EPP-1-2017-1-RO-  
EPPKA2-CBHE-JP



## SCOPUL PROIECTULUI

⇒ a aduce contribuții valoroase la dezvoltarea societății actuale prin modernizarea curriculum-ului la ciclul de Master, în domeniul Business și Administrare, în cinci universități din Republica Moldova.

ReSTART va dezvolta programe curriculare pe baza internaționalizării, a parteneriatelor strategice și a cooperării inovatoare prin învățarea digitală.



## OBIECTIVELE

- ⇒ Evaluarea nevoilor de antreprenariat și de învățare digitală ale studenților, cadrelor didactice și întreprinderilor locale din domeniul educației, afacerilor, cercetării și societății civile.
- ⇒ Modernizarea educației antreprenoriale în cinci universități din Moldova, în conformitate cu cele mai bune practici ale Uniunii Europene, prin satisfacerea așteptărilor pieței locale și valorificarea metodelor TIC, combinarea activităților de predare și învățare inovative.
- ⇒ Extinderea potențialului de educație inovatoare și actualizat pe baza instituționalizării curriculumului antreprenorial în universități partener.



## ACTIVITĂȚILE PROIECTULUI

- ⇒ Studii privind educația antreprenorială;
- ⇒ Programe de instruire pentru profesori din Republica Moldova în universitățile euro-pene partener;
- ⇒ Lecții susținute de profesorii străini din universitățile partener ;
- ⇒ Sesiuni de informare;
- ⇒ Sesiuni de orientare în carieră;
- ⇒ Sesiuni de follow-up;
- ⇒ Evenimente de multiplicare;
- ⇒ Concursuri inter-universitare de planuri de afaceri;
- ⇒ Cursuri la programul de master Administrarea Afacerilor actualizate:
  - *Comportamentul organizațional*
  - *Managementul proiectelor*
  - *Dezvoltarea personală*
  - *Sisteme de management a calității*
  - *Modele de business și planul de afaceri*
  - *Metode avansate în Managementul Operațiunilor*

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



## COURSE CATALOGUE

<b>Unit course:</b> Organizational Behaviour			
<b>Speciality:</b> Business Administration			
<b>Course code:</b> S.01.O.03.11	<b>Number of credits:</b> 5	<b>Semester:</b> I	<b>Length:</b> 150 hours
<b>Type of activities:</b> <b>Course:</b> 24 <b>Seminar:</b> 12 <b>Laboratory:</b> -	<b>Number of hours</b>		<b>Number of students:</b>
	<b>Direct Contact</b>	<b>Indirect Contact / Individual study</b>	
	36	114	
<b>Prerequisites:</b> <ul style="list-style-type: none"> <li>• Fundamentals of Organization Management;</li> <li>• Basic concepts and principles of economic theory.</li> </ul>			
<b>Course outcomes:</b> Forming and developing a general understanding of people's behaviour in the work process: <ul style="list-style-type: none"> <li>• Develop skills to explain the causes of human behaviour in organizational environment;</li> <li>• Forecast of employee behaviour in the future;</li> <li>• Developing the skills to guide the behaviour of individuals in the organization.</li> </ul>			
<b>Contents (descriptive):</b> Conceptual Aspects of Organizational Behaviour; Individual Behaviour; Job Satisfaction; Work Motivation; Group Structure and Effectiveness; Power and Leadership; Organizational communication; Conflict and Stress Management.			
<b>Teaching and learning methods:</b> University lecture; interactive teaching; case studies; e-platform group collaboration.			
<b>Assessment methods:</b> Own study developed and delivered electronically; final test done on MOODLE platform.			
<b>Conditions for obtaining credits:</b> Minimum attendance of 70% for course and seminar activities, performing the tasks at the seminar and developing and presenting the study. Get the minimum mark of 5.			
<b>Course Coordinator:</b> Covaş Lilia, associate professor			
<b>Course Holder:</b> -			
<b>Language of instruction:</b> Romanian language			
<b>Other Information:</b>			



## COURSE CATALOGUE

<b>Unit course:</b> Project Management			
<b>Speciality:</b> Business Administration			
<b>Course code:</b> S.02.O.10.11	<b>Number of credits:</b> 5	<b>Semester:</b> II	<b>Length:</b> 150 hours
<b>Type of activities:</b> <b>Course:</b> 26 <b>Seminar:</b> 14 <b>Laboratory:</b> -	<b>Number of hours</b>		<b>Number of students:</b>
	<b>Direct Contact</b>	<b>Indirect Contact / Individual study</b>	
	40	110	
<b>Prerequisites:</b> <ul style="list-style-type: none"> <li>• Management;</li> <li>• Enterprise management;</li> <li>• Human Recourses Management.</li> </ul>			
<b>Course outcomes:</b> Creating and developing of the general understanding of the basic concepts of organizational project management, developing of the logical thinking skills, the communicative and decision-making skills necessary for the project manager's successful activity.			
<b>Contents (descriptive):</b> Management systems and their applicability in project management; Project and project management concepts; Project scope management; Project time management; Project cost management; Planning and project control; Project management areas; The logical framework of the projects.			
<b>Teaching and learning methods:</b> University lecture; interactive teaching; case studies. Multimedia presentations. Collaborative work through e-platform.			
<b>Assessment methods:</b> Evaluation of master students involvement and participation in team work, solving exercises, tests, evaluation of presentations.			
<b>Conditions for obtaining credits:</b> <ul style="list-style-type: none"> <li>• Writing 2 current assessment tests;</li> <li>• Developing the matrix of the project logical framework.</li> </ul>			
<b>Course Coordinator:</b> Şavga Ghenadie, associate professor			
<b>Course Holder:</b> -			
<b>Language of instruction:</b> Romanian language			
<b>Other Information:</b>			

## COURSE CATALOGUE

<b>Unit course:</b> Quality Management Systems			
<b>Speciality:</b> Business Administration			
<b>Course code:</b> S.02.O.08.11	<b>Number of credits:</b> 5	<b>Semester:</b> II	<b>Length:</b> 150 hours
<b>Type of activities:</b> <b>Course:</b> 26 <b>Seminar:</b> 14 <b>Laboratory:</b> -	<b>Number of hours</b>		<b>Number of students:</b>
	<b>Direct Contact</b>	<b>Indirect Contact / Individual study</b>	
	40	110	
<b>Prerequisites:</b> <ul style="list-style-type: none"> <li>• Basic knowledge in Management, Entrepreneurship;</li> <li>• Basic concepts and principles of economic theory.</li> </ul>			
<b>Course outcomes:</b> Overall understanding of quality management concepts, quality management system standards, management system auditing skills that can enhance both the quality of the management and the quality of the processes - products, services.			
<b>Contents (descriptive):</b> Introduction to quality management systems; Implementation and certification of MS at national and international level; Quality management systems according to international standards; Organizational context requirements for SMC standards; Responsibility of management according to ISO 9001; QMS planning according to ISO 9001; Support according to QMS; Operation. Planning and operational control; Assessment of performance; Audit of the management system.			
<b>Teaching and learning methods:</b> University lecture. Interactive teaching, case studies. Multimedia presentations. Collaborative work through e-platform. Simulations, documentation related to the quality management system (Manual, procedures, policies, objectives, etc.).			
<b>Assessment methods:</b> Peer assessment, test evaluation, exam through complex assessment tests. Evaluation using e-platform.			
<b>Conditions for obtaining credits:</b> <ul style="list-style-type: none"> <li>• Understanding the essence and applicability of the QMS requirements;</li> <li>• Elaboration of the project in a group or self-study;</li> <li>• Supporting the assessment test.</li> </ul>			
<b>Course Coordinator:</b> Țurcanu Gh., professor			
<b>Course Holder:</b> Dorogaia I., assc. Prof.			
<b>Language of instruction:</b> Romanian language			
<b>Other Information:</b>			



## COURSE CATALOGUE

<b>Unit course:</b> Self Development			
<b>Speciality:</b> Business Administration			
<b>Course code:</b> S.02.O.11.11	<b>Number of credits:</b> 5	<b>Semester:</b> II	<b>Length:</b> 150 hours
<b>Type of activities:</b> <b>Course:</b> 26 <b>Seminar:</b> 14 <b>Laboratory:</b> -	<b>Number of hours</b>		<b>Number of students:</b>
	<b>Direct Contact</b>  40	<b>Indirect Contact / Individual study</b>  110	
<b>Prerequisites:</b> <ul style="list-style-type: none"> <li>• Management;</li> <li>• Human Resources Management.</li> </ul>			
<b>Course outcomes:</b> Developing personal skills and helping to achieve personal and professional goals: <ul style="list-style-type: none"> <li>• Self-knowledge in the context of interpersonal relationships;</li> <li>• Applying creativity techniques;</li> <li>• Identification of emotions and their management;</li> <li>• Time management and setting personal and / or professional goals;</li> <li>• Develop PDP;</li> <li>• Involvement in your personal training and development process.</li> </ul>			
<b>Contents (descriptive):</b> Introduction to personal development; Personal development and self-knowledge; Developing creativity; Emotional intelligence; Time management; Methods of planning in Self-management. Prioritization; Personal development plan; Methods of realizing the plan; Efficiency of work organization; Self-confidence and personal branding.			
<b>Teaching and learning methods:</b> University lecture; interactive teaching; debate. Multimedia presentations. Collaborative work through e-platform.			
<b>Assessment methods:</b> Evaluation of master students involvement and participation in team work, evaluation of presentations and communications, PDP own developed and delivered electronically.			
<b>Conditions for obtaining credits:</b> <ul style="list-style-type: none"> <li>• Minimum attendance of 70% for course and seminar activities.</li> <li>• Elaborating the task for the seminar and Developing and presenting a PDP in term.</li> <li>• Get the minimum mark of 5.</li> </ul>			
<b>Course Coordinator:</b> Solcan Angela, professor			
<b>Course Holder:</b> -			
<b>Language of instruction:</b> Romanian language			
<b>Other Information:</b>			



## COURSE CATALOGUE

<b>Unit course:</b> BUSINESS MODELS AND BUSINESS PLAN			
<b>Speciality:</b> Business Administration			
<b>Course code:</b> S.03.O.13.11	<b>Number of credits:</b> 6	<b>Semester:</b> III	<b>Length:</b> 180 hours
<b>Type of activities:</b> <b>Course:</b> 30 <b>Seminar:</b> 14 <b>Laboratory:</b> -	<b>Number of hours</b>		<b>Number of students:</b>
	<b>Direct Contact</b>  44	<b>Indirect Contact / Individual study</b>  136	
<b>Prerequisites:</b> <ul style="list-style-type: none"> <li>• Basic knowledge in Management, Entrepreneurship</li> <li>• Basic concepts and principles of economic theory</li> </ul>			
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>• The objective of the course is to provide a clear understanding on the business model and business plan, the stages of their elaboration and the content of the basic compartments, to explore and implement the business model / business plan in start-ups or organizations already created.</li> <li>• Within this course are presented practical tools necessary for the elaboration and presentation of the business model and the business plan.</li> </ul>			
<b>Contents (descriptive):</b> CANVAS business model; Business description and objectives. The SWOT analysis; Market analysis and marketing plan; Operational plan Management and staff; Risk evaluation; Financial plan; Effective presentation of the business model / business plan.			
<b>Teaching and learning methods:</b> University lecture; interactive teaching; case studies; application software - Business Model Canvas & SWOT; e-platform group collaboration.			
<b>Assessment methods:</b> Elaboration and presentation of the Business plan; final test done on MOODLE platform.			
<b>Conditions for obtaining credits:</b> Minimum attendance of 70% for course and seminar activities, performing the tasks at the seminar and developing and presenting the project. Get the minimum mark of 5.			
<b>Course Coordinator:</b> Solcan Angela, Dr. prof.			
<b>Course Holder:</b> -			
<b>Language of instruction:</b> Romanian language			
<b>Other Information:</b>			



## COURSE CATALOGUE

<b>Unit course:</b> CHANGE MANAGEMENT			
<b>Speciality:</b> Business Administration			
<b>Course code:</b> S.03.A.17.11	<b>Number of credits:</b> 5	<b>Semester:</b> III	<b>Length:</b> 150 hours
<b>Type of activities:</b> <b>Course:</b> 28 <b>Seminar:</b> 12 <b>Laboratory:</b> -	<b>Number of hours</b>		<b>Number of students:</b>
	<b>Direct Contact</b>	<b>Indirect Contact / Individual study</b>	
	40	110	
<b>Prerequisites:</b> <ul style="list-style-type: none"> <li>• Basic knowledge in Management, Entrepreneurship</li> <li>• Basic concepts and principles of economic theory</li> </ul>			
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>• Creating and developing of the general understanding of the basic concepts of change management;</li> <li>• Developing of the logical thinking skills, the communicative and decision-making skills necessary for the managers who are implicated in change processes.</li> </ul>			
<b>Contents (descriptive):</b> The essence and nature of the changes; Need for organizational change: analysis of internal and external forces; Typologies of organizational changes; Models of organizational change; Methods of organizational change; Problems in implementing organizational changes; The life cycle of the organization; Crisis management.			
<b>Teaching and learning methods:</b> University lecture; interactive teaching; succes stores; analysis of changes for companies in various fields of activity; e-platform group collaboration.			
<b>Assessment methods:</b> Elaboration and presentation of the project; final test done on MOODLE platform.			
<b>Conditions for obtaining credits:</b> Minimum attendance of 70% for course and seminar activities, performing the tasks at the seminar and developing and presenting the project. Get the minimum mark of 5.			
<b>Course Coordinator:</b> Şendrea Mariana, Dr. assoc. prof.			
<b>Course Holder:</b> -			
<b>Language of instruction:</b> Romanian language			
<b>Other Information:</b>			