



## ALECU RUSSO BALȚI STATE UNIVERSITY / Newsletter nr.11/ 2021

### MODERNIZATION OF THE MASTER'S PROGRAM BUSINESS ADMINISTRATION

In the third year of the RESTART project, the USARB team continued the modernization of the 6 academic disciplines within the master's program Commercial Business Administration:

- ✓ *Contemporary economic theories - 5 ECTS credits;*
- ✓ *Strategic management - 5 ECTS credits;*
- ✓ *Change management - 5 ECTS credits;*
- ✓ *International project management - 5 ECTS credits;*
- ✓ *Methods of analysis and diagnosis of business risks - 5 ECTS credits;*
- ✓ *Contemporary marketing research methods - 5 ECTS credits.*

The modernized courses are placed on the MOODLE institutional E-platform:  
<http://elearning.usarb.md/moodle/>



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Durata proiectului: 15/10/2017 – 14/10/2021

As the third year of the project was marked by the COVID 19 pandemic crisis, the planned activities were successfully carried out in online format.

With the support of the RESTART team, USARB teachers, students and partners, the following activities were carried out:

- ✓ Accreditation for a period of 5 years of the master's degree program in Business Administration;
- ✓ Modernization and placement of all university courses within the Business Administration program on the MOODLE platform;
- ✓ Implementation of new, interactive online teaching methods
- ✓ Organizing two career guidance and counseling sessions for USARB students;
- ✓ Promoting information and dissemination sessions with teachers, USARB students and the business environment, government institutions and professional associations;
- ✓ Organizing two training sessions for USARB master students with the participation of professors from partner European universities;
- ✓ Participation of USARB students in two inter-university business panel competitions.
- ✓ Dissemination of information on actions taken within the ReSTART project.

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### **CAREER ORIENTATION SESSIONS**

#### **Career Guidance and Counseling Session #5 for Master Students of Economic Specialties**

The Five *Career Guidance and Counseling Session* for Master Students of Business Administration and Financial Management Specialties was organized on the **13th of February 2020**, within the **RESTART** Project, hosted at the Faculty of Exact, Economic and Environmental Sciences of *Alecu Russo* Balti State University.

The session started with the presentation of Mrs. **Ludmila Prociuc**, Business Incubator Director Singerei and the local representative of the Organization for the Development of Small and Medium Business in the Republic of Moldova (ODIMM). The participants of the session were familiar with financing offers for the small and medium business in the Republic of Moldova, the business development opportunities for young entrepreneurs and the consultancy and financial support offered to business women.

During the session the Master students participated in the elaboration of personal career development plans, carried out the SWOT analysis of their skills and professional competences, indicated the possibilities for personal professional development offered by the local business, the labor market and the society, as well as the threats existing at micro and macroeconomic levels. As a result, 10 career guidance plans were developed



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in which the Master students indicated possible solutions for overcoming the existing threats and risks in business and professional development.



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### **ReSTART: Career Guidance and Counseling Session #6 for Students of Economic Specialties**

The six edition of *Career Guidance and Counseling Session* for Students of Economic Specialties was organized on the **4th of June 2021**, within the **RESTART** Project hosted at the Faculty of Exact, Economic and Environmental Sciences of *Alecu Russo* Balti State University.

During the session, the students participated in a Career Guidance training, led by **Cristina JITARU** and **Ana-Maria CELAN** trainers of the “ANIMA” Training and Personal Development Center and were advised by: professor **Radu STANCIU**, **University Politehnica, Bucharest, Romania**; **Liliana LUPUȘOR**, **L’Agence Universitaire de la Francophonie, Bozhana STOYCHEVA**, “**Angel Kanchev**” **University, Ruse, Bulgaria**; **Radovan DRAB**, **Technical University of Kosice, Slovakia**.

Participants in the event stressed the importance of Career Guidance Centers for students and graduates, shared personal experience in employment, job satisfaction, emotional intelligence and personal development.

Following this activity, students will develop ten Career Orientation Plans based on SWOT analysis of personal skills and abilities.

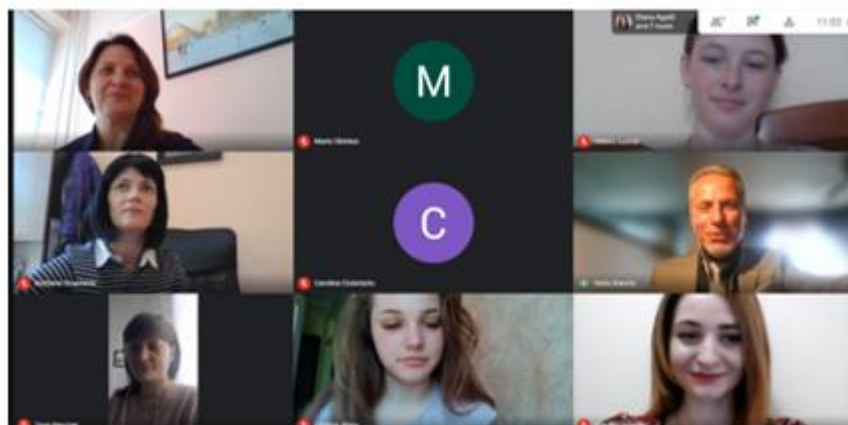
At the moment, within the ReSTART project, a total of 50 Career Orientation Plans have been developed, and over 50 students were advised by the employers, experts and professors from USARB and European universities, partners of the project.





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## MULTIPLIER EVENTS AND FOCUS GROUP

### ***Second Multiplier Event. ReStart Project. Alecu Russo Balti State University***

*The Second Multiplier Event under the ReSTART was organized on May 17, 2021, entitled Good Practices in Student Career Orientation.*

*The event was attended by over 50 participants: students, teachers, representatives of the Balti City Hall, the State Tax Service, Public Associations and entrepreneurs from the region. During the session were presented the project results, good practices of the European partner universities (University of Ruse "Angel Kanev", Bulgaria and Technical University of Kosice, Slovakia) in the issue of employability of graduates and support for student entrepreneurs.*

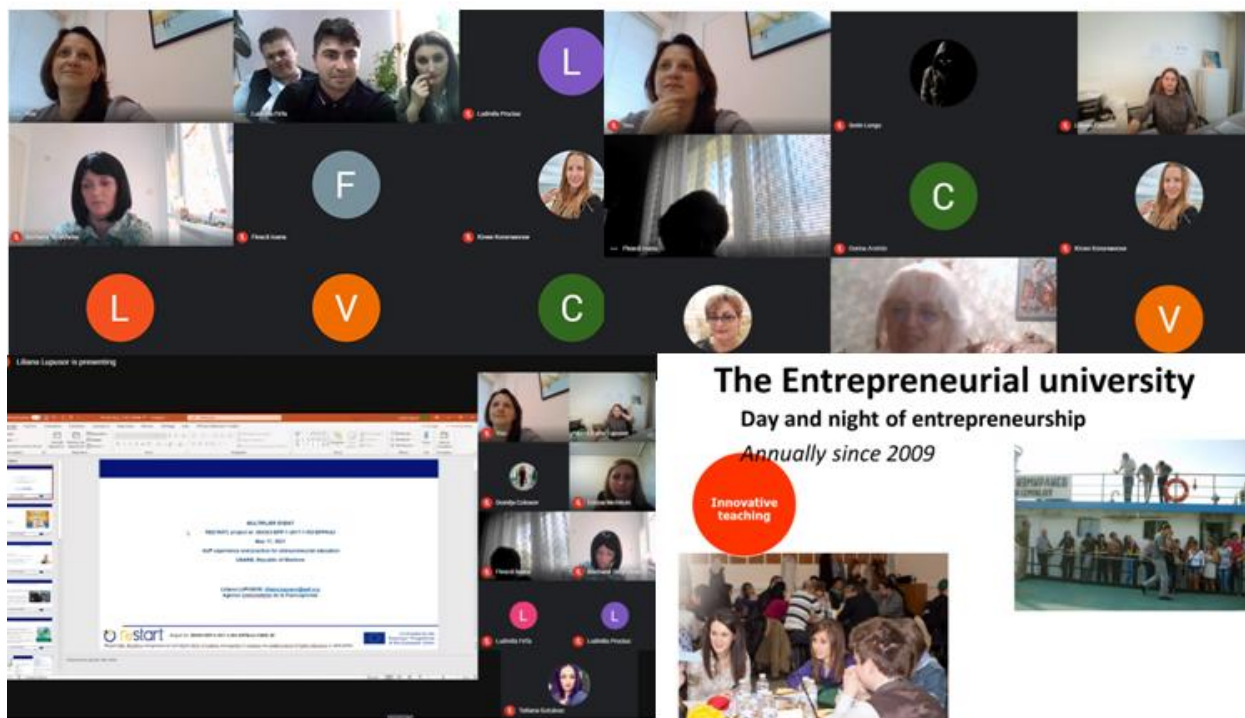
*Representative of the Francophone University Agency presented its offer on career development solutions.*

*A special venue for the event was the discussion panel with governmental representatives, business consultants and entrepreneurs who shared their own experience in career development, encouraged and guided students in launching their*

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*business.*



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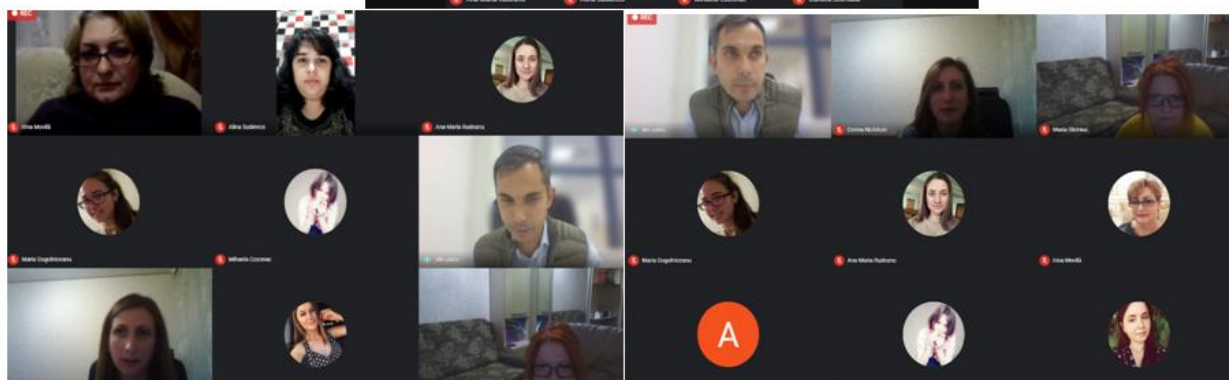
### Focus Group Session nr.2

On 30th of October, 2020, at the Faculty of Real, Economic and Environmental Sciences of the Alecu Russo Balti State University, within the RESTART Project, was organized the second session of interaction of master students from Business Administration, Accounting and Financial Management specialties with employers and entrepreneurs involved in the project.

During the online meeting with Mr. **Alin George Pătru**, Site Manager of Veo Worldwide Service, participants, students, and faculty addressed issues of effective employment and professional development, employment opportunities in multinational companies, and employers requirements for graduates' personal and professional skills to succeed in their careers, including in pandemic conditions.

Also, the achievements within the ReStart project in the third year of implementation and the activities planned for the academic year 2020-2021 were presented.

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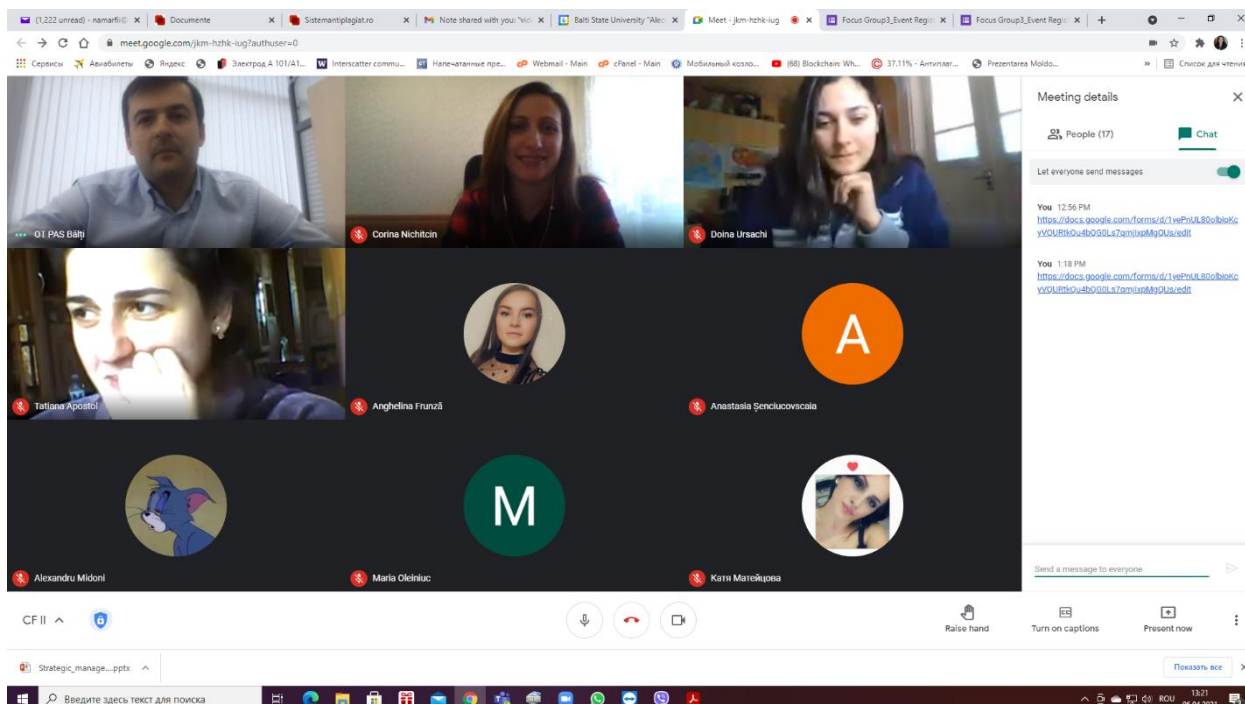


During the online meeting with **Mr. Iurie Beșliu, PhD, Director of Moldindcombank, Bălți branch**, participants, students, and faculty addressed issues of effective employment and professional development, employment opportunities in multinational companies, and employers requirements for graduates' personal and professional skills to succeed in their careers, including in pandemic conditions.



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## TRAINING SESSIONS

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### Training Session 5: Academic Opportunities for Masters in Economics

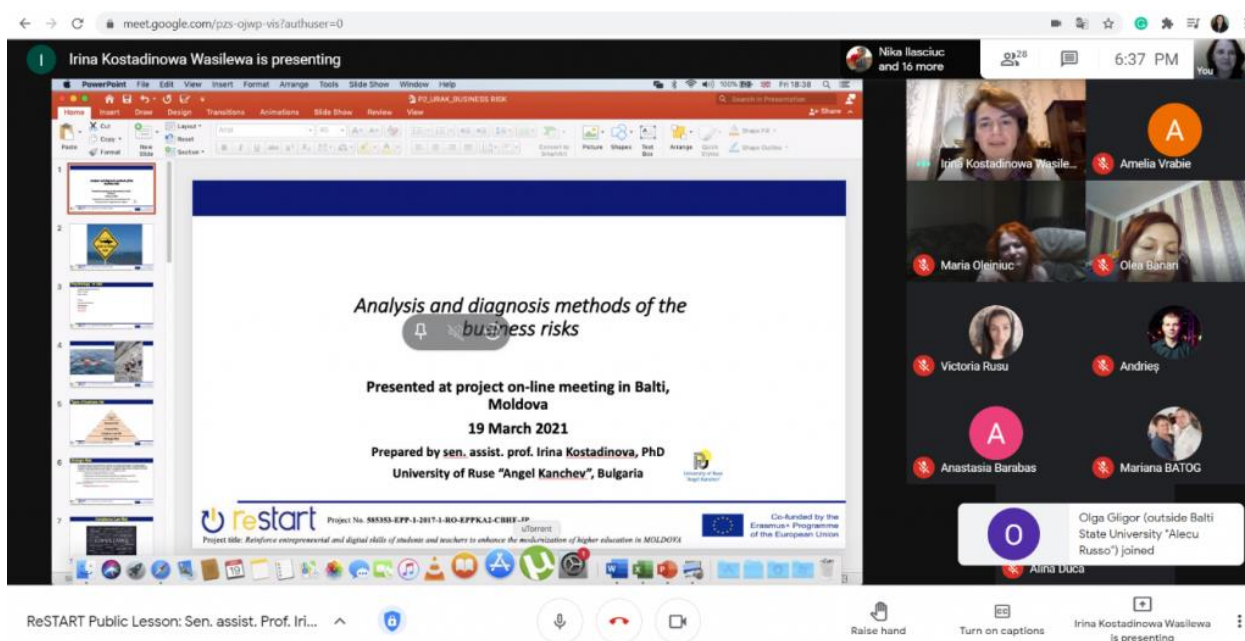
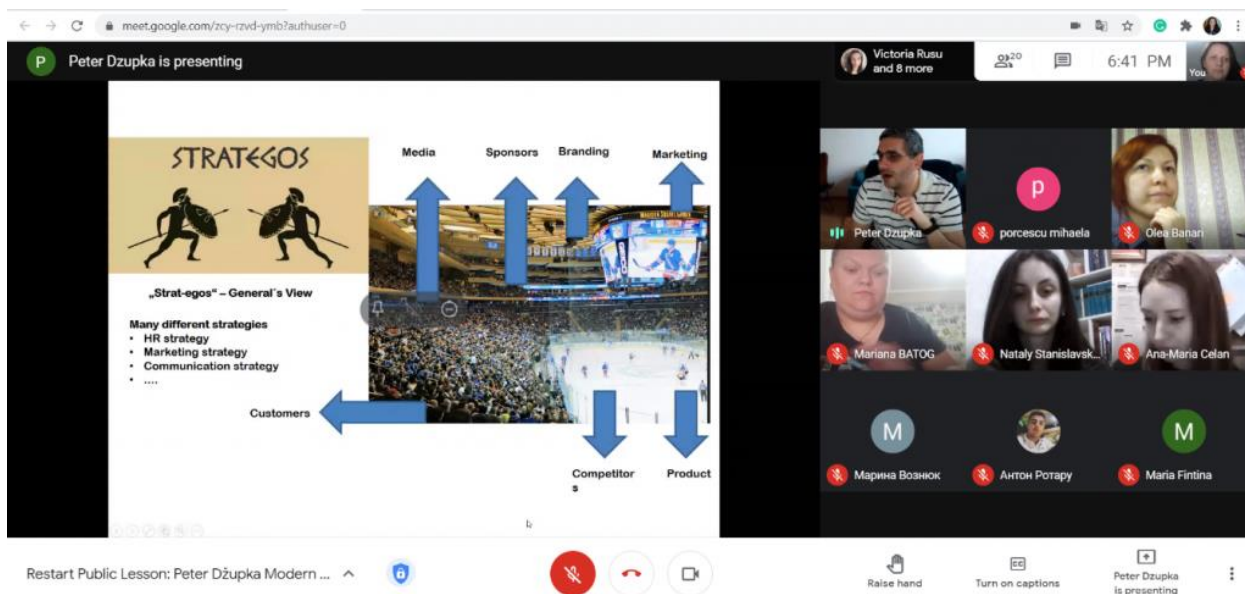
Between March 12-26, 2021, the masters of economic specialties of Faculty of Real, Economic and Environmental Sciences, Alecu Russo Balti State University, participated in a series of public lessons in the field of strategic management and business risk assessment methods.

Public lessons were organized within the RESTART Project, and promoted by professors **Svilen KUNEV**, Angel Kunev University, Ruse, Bulgaria, **Irina KOSTADINOVA**, Angel Kunev University, Ruse, Bulgaria, **Peter Džupka PhD**, Kosice Technical University, Slovakia.



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### Perform teaching and learning activities to educate students to experience entrepreneurship

Between November 9-13, 2020, within the RESTART Project, at the Faculty of Real, Economic and Environmental Sciences of the State University "Alecu Russo" from Bălți, students and masters of economics benefited from a series of lessons. The discussed topics covered the field of Contemporary Business Analysis Methods and Efficient methods for labor productivity growth in business and employees' motivation.

The public lessons were promoted using the modern information technologies, were interactive and oriented towards the development of creative entrepreneurial skills, critical thinking and effective intercultural communication.



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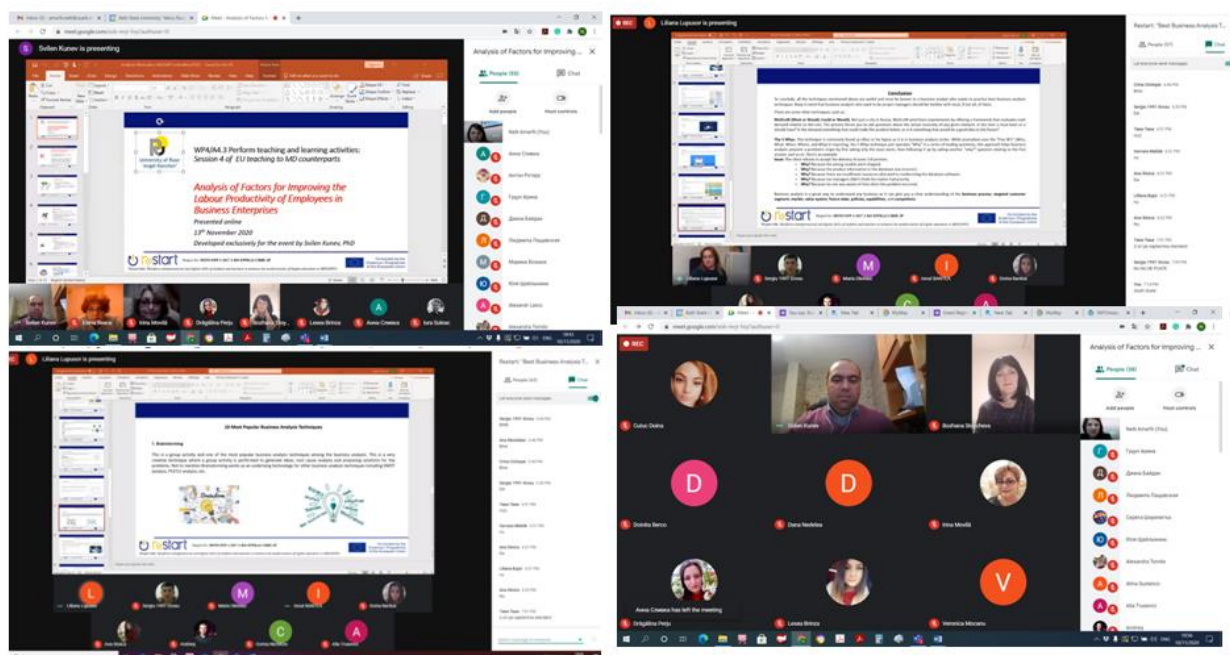
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The participants were trained and guided by the invited professors from the Universities and European Institutions partners in the project:

<b>Sen. assist. Prof. Svilen KUNEV, PhD</b> University of Ruse Angel Kanchev, Bulgaria	<b><i>Analysis of Factors for Improving the Labour Productivity of Employees in Business Enterprises</i></b>
<b>Liliana LUPUȘOR</b> Agence Universitaire de la Francophonie	<b><i>Best Business Analysis Techniques</i></b>



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## BUSINESS PLAN COMPETITION EVENTS

### USARB Students winners in the BUSINESS PLAN COMPETITION EVENT

Between 1-2 of April 2021 and 10-11 of December 2020, within the RESTART project Academy of Economic Studies of Moldova hosted the third edition of the “BUSINESS PLAN COMPETITION EVENT”.

The best ten students from the State University “Alecu Russo” in Balti, State University of Moldova, Academy of Economic Studies of Moldova, Agrarian University State University of Moldova, “Bogdan Petriceicu Hasdeu” State University of Cahul competed for innovative business ideas, financial and economic forecasts. The participants were judged by university professors from Romania, Bulgaria, and Slovakia.

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Alecu Russo Balti State University was represented by **Iulia Macariuc, Grigore Potlog, Frunza Anghelina, Danilov Daniela, Ursachi Doina.**

Iulia Macariuc was awarded second place in the competition, and Grigore Potlog – with a mention for an innovative business idea.

We bring sincere thanks and congratulations to our students!



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