

BUSINESS ADMINISTRATION

CYCLE I, BACHELOR



ABOUT THE PROGRAMME

The programme of study aims at training professionals with an academic background for activities that refers to the set-up and successful management of businesses, regardless of the extent and field of business, including non-government organizations and public administration.

The programme is based on broad international experience in implementing bachelor's programs and on new student centred teaching-learning methods, including: problem based learning (PBL), projects, team work, e-Learning, co-teaching by foreign academic staff.

DURATION OF STUDY: 3 years/6 semesters

LANGUAGE OF STUDY: English / Romanian

STUDY CREDITS: 180 ECTS

QUALIFICATION: Bachelor of economics

ADMISSION REQUIREMENTS: A baccalaureate diploma or equivalent study, higher education diploma.

STUDY OPORUNITIES

- ✓ Highly experienced teaching staff, recognized at national and international level;
- ✓ Erasmus + Academic Mobility Programs;
- ✓ Collaboration with partner's universities abroad;
- ✓ Internship contract with the most important employers in the field;
- ✓ Permanent access to the internet, scientific library, multimedia room, teaching material a written and electronic bass;
- ✓ Accommodation in ASEM dormitory throughout their studies.

ACQUIRED SKILLS

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

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

INTERNSHIP OPPORTUNITIES

The programme of study provides 2 internships: years II – production internship and year III – license internship.

The training courses are carried out by the students in the large corporations, start-ups, and retail businesses of the Republic Moldova, as well those from abroad.

PROFESSIONAL CAREERS

The graduates have the opportunity to perform variety of commercial and managerial activities, activating as:

1. Managers
2. Economists
3. Entrepreneurs
4. Project coordination
5. Trade agents
6. Public officers
7. Advisors / Trainers.

**In 2017, both programs were successfully accredited by the
National Agency for Quality Assurance in Education and Research (ANACEC).**

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PROGRAMME REQUIREMENTS

<i>Module</i>	<i>ECTS</i>	<i>Assessment form</i>
<i>1-st year of study</i>		
Microeconomics	5	E
Economic mathematics	5	E
Economic Informatics	5	E
The History of economic Thinking	5	E
The Art of Communication and Professional ethics	5	E
Foreign Business Language	5	E
Physical Training		D
Macroeconomics	5	E
Basics of Organization Management	5	E
Economies of Economic Entities	5	E
Statistics	5	E
World Economy and European Integration	5	E
Foreign Business Language II	5	E
Physical Training		D
<i>2-nd year of study</i>		
Econometrics	5	E
Business culture	4	E
Entrepreneurship	4	E
Marketing General and Business to Business	5	E
Basics of Accounting	4	E
Commodity science and expertise of consumer goods	4	E
Operation Management	4	E
Project	3	E
Marketing Researches	4	E
Economic and Financial analysis	4	E
Finance	3	E
Enterprise Accounting	3	E
Internship	6	E
<i>Optional course (2)</i>		
Social and economic philosophy	4	E
Social-economic psychology		
Politology		
Logistics	3	E
Sales techniques		
<i>3-rd year of study</i>		
Business Planning Systems	5	E
Risks Management in Business	5	E
Quality Management	5	E
Human Resources Management	4	E
Business law	4	E
Corporate management	4	E
Internship	12	E
Bachelor's degree thesis	10	E
<i>Optional course(3)</i>		
Services management	4	E
Acquisition and sales management		
Information systems in management		
Economy of Tourism	3	E
International Tourism		
Innovative management	4	E
Comparative management		