



CD 8.5.1 CURRICULUM DISCIPLINĂ

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FACULTY OF MEDICINE

STUDY PROGRAM 0912.1 MEDICINE

DEPARTMENT OF MANAGEMENT AND PSYCHOLOGY

APPROVED

at the meeting of the Commission for Quality Assurance and Curriculum Evaluation of the Faculty of Medicine
Protocol Nr. 6 from 12.02.18

Chairman, habilitated doctor of medical sciences, Associate professor

Suman Serghei

APPROVED

at the meeting of the Commission of the Faculty of Medicine
Protocol Nr. 4 from 20.09.18

Dean of the Faculty, doctor of medical sciences, Associate professor

Plăcintă Gheorghe

APPROVED

at the meeting of the Department of Management and Psychology
Protocol Nr.11 from 14.02.2018

Head of the department, doctor of medical sciences, University professor
Spinei Larisa

CURRICULUM

ENTREPRENEURSHIP IN MEDICINE

Integrated studies

Type of course: **Optional**

Chișinău, 2018



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I. PRELIMINARII

Entrepreneurship represents an opportunity to build a successful career, as entrepreneurship is characteristic of people with new ideas that energise the mechanisms of economic growth and contribute in resolution of the country's multiple socio-economic problems.

The discipline **Entrepreneurship in Medicine** is a course of students initiation in the basic concepts of entrepreneurial activity, characterized by initiative, achievement of goals, resolution of the financial and social problems of the entrepreneur. The course is designed to offer for students a general picture from the perspective of entrepreneurship as a career option. They are get acquainted to become familiar with the concept of entrepreneur and entrepreneurship in terms of legal, social and ethical issues. Also in this course are included key themes in identifying the business idea and assessing its viability.

Teachers will offer to the students the possibility to determine their capabilities, needed for entrepreneurial activity; will explain to the students about the right to decide freely and consciously about the options: to work in the entrepreneurial field or to become an employee of an enterprise, institution.

The subjects to study and procedural resources, targeted by the Basics of Entrepreneurship, provide for the students real tools for creativity, efficiency in resolution problem-situations, objective analysis of business ideas, effective communication in establishing partnership relationships in the professional environment, managing and evaluating of any project by consciously assumption of the risks associated with its realization. The students will feel more confident about setting up their own business if they can test their ideas in a propitious educational environment

The benefits of entrepreneurial education are not limited only to stimulating the fondation of new businesses. Contributes to the critical thought formation of students, which is so necessary in day by day practice, offers, besides knowledge of entrepreneurship and the opportunity to show themselves, to reflect on their own abilities, to form skills for planning, analysis, organization and communication, as well as positive attitudes regarding the manifestation of the initiative and the active position in society. These skills will help both in his / her employment as well as in his / her employer or self-employed (freelance).

- The mission of the curriculum (the purpose) in proffesional training
To provide for the students knowledge of the basic concepts of entrepreneurial activity in terms of legal, social and ethical perspective, having in perspective a career option.
- • Language of instruction: Romanian.
- • Beneficiaries: third year students, Faculty Medicine 1

II. DISCIPLINE ADMINISTRATION

Code of discipline	U.05.A.048		
Name of the discipline	Entrepreneurship in medicine		
Responsible for discipline	Goma Ludmila		
The year	III	Semester	5
Total number of hours, including:	30		
Course (lecture)	20	Practical / laboratory work	
Seminars (practical hours)		Individual work	10
Evaluation form		Number of credits	1

III. TRAINING OBJECTIVES IN THE DISCIPLINE

At the end of the course, the student will be able to:

• *at the level of knowledge and understanding:*

To determine the characteristics, risks and benefits of entrepreneurship as a career opportunity

To argue your own business idea

To identify the sources of business financing

To properly interpret income and expenses and calculate business profits

To use the concept of marketing in the business promotion

To determine the importance of planning entrepreneurial activity and to identify the structure of your own business plan



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• at the application level:

- To use the legislative provisions regarding the entrepreneurial activity in solving the problem situations
- To analyze opportunities for state support of small and medium-size enterprises (SMEs) and business support programs
- To apply effective methods of recruiting, selecting and motivating staff
- To estimate the need for capital in a business starting
- To carry out a marketing research for a product / service
- To develop a strategy to promote a specific product / service

• at the integration level:

- Identify existing opportunities for personal and professional development.
- Establish a way to start a business in relation with your personal choices
- To operate with accounting notions of entrepreneurial activity in various contexts
- To present publicly the elaborated business plan

IV. PREVIOUS CONDITIONS AND REQUIREMENTS

Fundamental knowledge bases of economic theory.

V. TOPICS AND ORIENTAL DISTRIBUTION OF HOURS

Courses (lectures), practical works / laboratory work / seminars and individual work

Nr. d/o	THEME	Number of hours		
		Lectures	Practical works	Individual work
1.	The concept of entrepreneurship and basic concepts. Entrepreneurship in medicine	2		
2.	The legal structure of the entrepreneurial activity The main organizational and legal forms of entrepreneurship and their particularities.	2		2
3.	Ways to launch in business.	2		
4.	Business management and risk management	2		
5.	Staff management and collective work relationships	2		2
6.	Money means - the basic financial component of entrepreneurship	2		2
7.	Evidence of entrepreneurial activity	2		
8.	Business marketing	2		
9.	Termination of entrepreneurial activity and legal assistance granted to the entrepreneur	2		
10.	Planning a business. Structure of the Business Plan. Elaboration and presentation	2		4
Total		20	0	10

VI. REFERENCE OBJECTIVES AND CONTENT TOPICS

Objectives	Content topics
Theme (chapter) 1 The concept of entrepreneurship and basic concepts. Entrepreneurship in medicine	
<ul style="list-style-type: none"> To define the essence of entrepreneurial activity To demonstrate skills for analyzing the current entrepreneurial activity in Republic of Moldova 	<ol style="list-style-type: none"> 1. The essence of entrepreneurship. The concept of entrepreneur and its characteristics. The entrepreneur's profile in medicine 2. Small Business - the Basic Form of Entrepreneurship. 3. Options to launch a business 4. Risks and Benefits in Entrepreneurship. 5. Entrepreneurship activity in the Republic of Moldova
Theme (chapter) 2. The legal structure of the entrepreneurial activity. The main organizational - legal forms of entrepreneurship and their particularities.	



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Objectives	Content topics
<ul style="list-style-type: none"> • To define the legal steps to launch the business • To know the legislative requirements • To define business ways of taxation according to its legal form. • To know the particularities of organizational and legal forms of entrepreneurship • To know the registering stages of entrepreneurial activity. 	<ol style="list-style-type: none"> 1. Legal framework of entrepreneurial activity in the Republic of Moldova. The main organizational and legal forms of entrepreneurship and their particularities. 2. Legal steps for starting a business. Register of entrepreneurial activity 3. Main features of the business in the base of the entrepreneurial patent. 4. The small business tax system. Taxes paid by entrepreneurs.
Theme (chapter) 3. Ways to launch in business.	
<ul style="list-style-type: none"> • to know how to start a business • to know their advantages and disadvantages 	<ol style="list-style-type: none"> 1. Opening your own business. 2. Acquisition of an existing business. 3. Conducting business under the franchise contract.
Theme (chapter) 4. Business management and risk management	
<ul style="list-style-type: none"> • To argue the importance of management in managing a business • Apply motivation theories in the business 	<ol style="list-style-type: none"> 1. Conceptual aspects of managing a business 2. Organize and coordinate a business 3. Employee motivation 4. Business control 5. Risks in entrepreneurial activity and their management
Theme (chapter) 5. Staff management and work relations in the collective	
<ul style="list-style-type: none"> • To define the concept of staff management • To know the legal aspects of the work 	<ol style="list-style-type: none"> 1. Staff management. 2. Individual labor contract. 3. Legal aspects of labor. 4. Compulsory social security contributions. 5. Medical insurance premium.
Theme (chapter) 6. Money means - the basic financial component of entrepreneurship.	
<ul style="list-style-type: none"> • To know the ways and sources of financing the business • To Demonstrate skills to determine the means to launch the business 	<ol style="list-style-type: none"> 1. Determine the amount of money needed to start a business. 2. Possible financial sources for entrepreneurial activity 3. Banking finance. 4. Economic-financial efficiency of the business.
Theme (chapter) 7. Control of entrepreneurial activity	
<ul style="list-style-type: none"> • To know the basics elements of an accounting balance sheet • To know how to calculate your earnings and incomes 	<ol style="list-style-type: none"> 1. Structure and basics of an accounting balance sheet 2. Accounting accounts 3. Income and Expenses 4. Profitability and Rentability
Theme (chapter) 8. Marketing of the business.	
<ul style="list-style-type: none"> • To argue the importance of marketing in managing a business • Use the concept of marketing in business promotion 	<ol style="list-style-type: none"> 1. General marketing concepts 2. Market research 3. The market and the customers 4. Competition and market segmentation 5. Product: goods and services 6. Strategies of prices forming 7. Promotion, placement and distribution
Theme (chapter) 9. Cessation of entrepreneurial activity and legal assistance given to the entrepreneur	
<ul style="list-style-type: none"> • To know how to stop the entrepreneurial activity • To know the stages of cessation of activity depending on its type 	<ol style="list-style-type: none"> 1. The reasons and methods to stop the entrepreneurial activity. 2. The main courts having the competence to solve disputes in the Republic of Moldova. 3. Call for legal assistance
Theme (chapter) 10. Planning a business. The structure of the business plan. Elaboration and presentation	



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Objectives	Content topics
<ul style="list-style-type: none">• To define the role of the business plan for the entrepreneur• To know the stages of elaboration and the structure of business plan• To demonstrate the ability to write a business plan• To demonstrate the skills of analysis and identify gaps in business plan	<ol style="list-style-type: none">1. The purpose of business planning2. The structure of the business plan. Recommendations for the elaboration of the business plan.3. The Structure and content of the basic compartments of the business plan. Marketing plan. The operational plan. The human resources needs. Financial Plan4. Elaboration of business plan presentation5. Presentation of the business plan

VII. PROFESSIONAL COMPETENCES (SPECIFIC (SC) AND TRANSVERSAL (CT)) AND STUDY FINDINGS

✓ Professional competencies (specific) (CS)

- CP1. Identifying and using concepts (entrepreneurship, management, marketing), principles, theories and legal provisions related to the entrepreneurial activity in solving the initiation of a business in the field of medicine
- CP1. Proper use of the benefits of entrepreneurship as an opportunity to develop their own careers
- CP2. Identifying the level of enterprise risk, the methods of recruiting staff for starting a business in medicine.
- CP2. Applying managerial principles and financial analysis to the marketing plan and developing a business plan for the field of medicine
- CP3. Using basic economics knowledge to explain and interpret industry-specific algorithms.
- CP6. Defining the concepts, theories, methods and the basic principles for collecting, processing, analyzing and interpreting information about initiation a business in the field of medicine

✓ Transversal skills (CT)

- CT2. Efficient and effective deployment of organized team activities (SWOT analysis, marketing mix analysis).
- CT3. Developing of a specific abilities by public presenting the elaborated business plan

Study finality

At the end of the course the student will be able to:

- to know the legal notion of entrepreneur activity and its distinctive features;
- to identify the main organizational and legal forms of entrepreneurship;
- identify ways to launch in business;
- appreciate the possible financial resources for entrepreneurial activity;
- know the legal and legal aspects of the workforce;
- practice the launch of a business;
- identify the general business registration procedure and its main stages;
- to develop capacities to initiate and develop a business plan, as well as to assess possible risks in the business, etc.

VIII. THE STUDENT'S INDIVIDUAL WORK

Nr.	The expected product	Strategies of Implementation	Evaluation criterias	The term realization (Deadline)
1.	Argumentative essay summary of organizational and legal forms of entrepreneurship	Elaboration of texts according to established criteria and structure	- the presentation in term of the essay with all constituent parts	3-rd week
	CV, letter of intent	Elaboration of ypure won CV and Letter of Intent by playback of all the components	- to respect the structural and linguistic rigors in the preparation of written documents and texts; - integration of previous knowledge	5-th week



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4	Group project	Developing a financial plan to start the business	Presentation of the project	6-th week
5	The SWOT analysis	Evaluating of your own business ideas in based on the SWOT analysis	The SWOT method	9-th week
7	The elaborated business plan	Elaboration of your own presentation of business plan	Structure of the plan	10-th week

IX. METHODOLOGICAL SUGGESTIONS FOR TEACHING-LEARNING-EVALUATION

• Teaching and learning methods used

Exposure, interactive lecture, conversation, questioning, brainstorming, group work, individual study, debate, case study, calculations.

• Applied didactic strategies / technologies (specific to the discipline)

Strategies centered on teacher activity and teaching:

a. Discursive and conversational strategies

b. Discursive and demonstrative strategies

Strategies centered on learning activity and interaction teacher - student:

a. Strategies based on research and exploration (investigative research)

b. Model-based strategies

c. Strategies based on individual activity

d. Strategies centered on building projects

• *Methods of evaluation (including an indication of how the final mark is calculated)*

Current: Individual control

(a) guided discussions;

(b) solving the SWOT method,

(c) analysis of case studies

(d) making a business plan.

Final: assessment of individual work: colloquium

How to round up the marks at the evaluation steps

Intermediate marks grid (annual average, exam stage's marks)	National scoring system	Echivalent ECTS
1,00-3,00	2	F
3,01-4,99	4	FX
5,00	5	E
5,01-5,50	5,5	
5,51-6,0	6	
6,01-6,50	6,5	D
6,51-7,00	7	
7,01-7,50	7,5	C
7,51-8,00	8	
8,01-8,50	8,5	B
8,51-8,00	9	
9,01-9,50	9,5	A
9,51-10,0	10	

The average annual grade and grades of all the final examination (computer assisted, test, oral) - all it will be expressed in numbers according to the scoring scale (according to the table), and the obtained final mark will be expressed in number with two decimal digits, and it will be passed to the notes book.

Failure to attend the examination without good reason is recorded as "absent" and is equivalent to the 0 (zero) rating. The student is entitled to 2 repeated claims of the unsuccessful exam.

X. RECOMMENDED BIBLIOGRAPHY:

A. Obligatory:



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2. Codul muncii al Republicii Moldova, Monitorul Oficial Nr.154-XV din 28 martie 2003.
3. Codul Fiscal al Republicii Moldova, Monitorul Oficial Nr.1165-XV din 24 aprilie 1997.
4. Legea Republicii Moldova "Cu privire la antreprenoriat și întreprindere", Nr.845-XII din 03 ianuarie 1992.
5. Legea Republicii Moldova "Cu privire la investițiile străine", Nr. 998-XII din 01 aprilie 1992. Legea Republicii Moldova "Privind patenta de întreprinzător", Nr. 93-XIV din 15 iulie 1998. Legea Republicii Moldova "Cu privire la secretul comercial", Nr. 117- XIII din 06 iulie 1994.
7. Legea Republicii Moldova "Cu privire la protecția concurenței", Nr. 1103- XIV din 30 iunie 2000.
8. Legea Republicii Moldova "Cu privire la înregistrarea de Stat a întreprinderilor și organizațiilor", Nr. 845-XII din 03 ianuarie 1992.
9. Legea Republicii Moldova "Privind acordarea de licență pentru unele genuri de activitate", Nr. 451-XV din 30 iulie 2001.
10. Ețco C., Goma L., Reabov E., Marin S., Globa N. Economia ocrotirii sănătății. (Manual), Ed. „Epigraf”, Chișinău, 2000, 379 p
11. Ețco C., Reabova E., Ciobanu M., Goma L., Marin S., Russu Gh., Sava V. Managementul serviciilor în sectorul asistenței medicale primare: cheltuieli, eficiență, calitate (metodologia și metodică). Îndrumar metodic. Chișinău: f/l. 2000, 43 p.

B. Additional

1. Solcan, A. Bazele antreprenoriatului. Inițierea unei mici afaceri. Chișinău, ASEM 2006.
2. Ministerul Economiei, Organizația pentru Dezvoltarea Sectorului Întreprinderilor mici și mijlocii. Cheia Succesului, ghid pentru antreprenorii începători. Chișinău, 2010. 118 p.
3. Barbăroșie A., Curocichin Gn., Ețco C., Goma L., și alții. Finanțarea în contextul asigurării calității serviciilor medicale. Chișinău, 2007, 211 p.
4. Tintiuc D., Grejdeanu T., Spinei L., Moroșanu M., Palanciuc M., Onoi L., GomaL. Auditul intern și managementul financiar în Sistemul de sănătate . Chișinău, "T-PAR", SRL, 2009, -â-204