

STUDY REGARDING THE ENTREPRENEURSHIP PROFESSIONAL TRAINING IN ROMANIA

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Abstract

The subject of the research is represented by a practical survey to identify the target group's opinion on how they perceive economic and social environment, on one hand and to identify the entrepreneurial skills and the most frequent difficulties encountered in starting a business or finding a good job, on the other hand. The conclusions drawn from this conducted research are likely to identify, design and develop human resources training and qualifying programs so that the impact of information on the target group to be maximized. Consequently, the research results are developed in a scientific manner, useful for adapting the plan of activities that need to be made to determine the lines of strategy implementation of training courses in entrepreneurship, according to economic and social reality environment (including necessary activities to run, potential participants, the necessary information to be obtained and systematized, areas that are to be approached etc.).

Key words: entrepreneurship, professional training, survey

The concept of entrepreneurship can not be dissociated from the science of management, especially since its practical, day to day, duties' implementation are inextricably linked to management functions. Equally, however, it is necessary to distinguish between a manager, leader and entrepreneur.

Thus, if the manager is the person who occupies a hierarchical position which gives, by its character, the right to required compulsory tasks to his subordinates by virtue of authority vested (E., Merce, C. Merce, F. Arion, 2000), the leader is the person who has the ability to influence others to carry out tasks they were assigned (Montana, PJ, BH Charvon, 2000).

But to bring into question the very existence of the manager, some person must be willing to risk becoming an entrepreneur, and, consequently, he is the one who organizes and runs a business (Gibson, J.D. *et al.*, 2001).

Often the concept of entrepreneur is difficult, given the complexity not only of defining it but also the extent of its coverage.

Into the category of the entrepreneur falls also the person who invests huge sums to create an international business with thousands of employees, but the person who creates a small business, where he is the only employee.

The requirements for each entrepreneur are essentially the same, but the realities depend on different variables in that business is conducted: political, socio-cultural, economic, legal,

technological, which would leave their mark on its strategies and internal processes (Katsiolouides, MI, S. HADJIDAKIS, 2007).

Consequently, an entrepreneur is required to meet specific forecasting activities requirements including, in opinion of Theodore Levitt, a series of principles that include: developing objectives, strategies and action plans; production and delivery of goods/services required by consumers; making attractive benefits to potential investors and offering an attractive incentives system and a moral human resource use (Brezuleanu S., 2005). American economist Theodore Levitt also noted that being creative is just limiting yourself to thinking of new things, but for doing new things and for practical expressing the entrepreneurial spirit innovative it is a must (Toboșaru, Irina, Ileana, Modreanu, M., Piti, 2010).

Many persons begin their career without expecting to be involved in the entrepreneurial process; they accumulate over time new skills and knowledge that challenges them, eventually to exceed the limits previously imposed by themselves, while in other cases, the position of the entrepreneur the start of their career. Whatever the path they followed, responsibilities will be the same, although there is a higher probability of success in case of gradual accumulation of responsibilities (Rees, W.D, 1991).

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MATERIAL AND METHOD

As a method of collecting and processing the data, the survey was chosen, and, as a research tool, it was used questionnaire. It was took into account the necessity of accurately achievement of the proposed goals in the process of motivation, development and pre-testing of the research tool for identifying the possible errors of questions interpretation and for determining the best implementation way of the survey.

According to previous measurements and sampling results, calculated so that results can be formulated in accordance with the relative error limits of 3% and a probability guaranteeing the results of 95%, the application of the 1101 questionnaires (validated after they are checked on the form and content) have covered the whole area studied, including 18 cities in 4 counties, every other region included in Romania's development: Reghin, Sovata, Iernut, Târnaveni, Miercurea Nirajului from Mureș County (Centre Development Region); Curtea de Argeș, Topoloveni, Câmpulung, Costești, Mioveni, Ștefănești from Argeș County (South Muntenia Development Region); Năsăud, Beclean, Sângeorgiu Băi from Bistrița-Năsăud County (North West Development Region) and Vatra Dornei, Câmpulung Moldovenesc, Gura Humorului, Rădăuți from Suceava County (North East Development Region).

Based on information from questionnaires (applied on all 18 the cities considered in the study) was realized a detailed database of each locality, and the software SPSS v17 was used for analysis of information.

Field application of the questionnaires was accompanied by a documented unitary socio-economic analysis of the studied geographical area, according to a previously established protocol working, by contacting local public institutions by studying and analyzing the official statistical sources, both at national and international worldwide recognized institutions and bodies.

RESULTS AND DISCUSSIONS

The activities and the steps of the research were mainly aimed to determine the real needs of training and development of the target group, the development of entrepreneurship opportunities in the areas of project intervention and the local actors (institutions, associations, complementary programs and projects) and policies, strategies and initiatives that support and contribute to the development of local entrepreneurship.

To achieve the overall objective, it was necessary the accomplishment of all interrelated steps, whose results have established as specific objectives:

- identifying the opportunities for development of SMEs in the productive and services offering sectors in the geographical area concerned;

- identifying training needs of people in the target group (employees, entrepreneurs, people who want to start an independent business and persons from the management of enterprises, especially SMEs and micro enterprises, residents of the 18 urban previously mentioned cities with less than 50,000 from the counties of Argeș, Bistrița-Năsăud, Mureș and Suceava), especially regarding the current degree of entrepreneurial skills and the opportunities and ways of development of SMEs, micro businesses and individual and family enterprises by increasing entrepreneurial spirit and culture;

- identifying business opportunities in the 18 cities studied;

- identifying the involvement of potential beneficiaries of training courses in the field of entrepreneurship;

- identifying opportunities for development and continuous adaptation of training programs, advice and assistance to specific needs of the target group and the introduction of innovative activities by creating and implementing training through e-learning platforms.

CONCLUSIONS

After carrying out research, gathering necessary information, analyzing and interpreting them, it all comes to about a series of theoretical and practical considerations, useful in the socio-economic description of the area studied and for considering possible training courses in entrepreneurship.

As a general consideration, it can be noticed that people need entrepreneurship qualification, both through the need of developing the current business environment and also the availability of individuals to participate and to capitalize acquired knowledge.

Given the conclusions expressed, the most appropriate courses are the ones that address the preparation of a business plan and marketing plan, analysis of a company's financial performance, investment project analysis of a company, negotiation, communication management, leadership and, in a small scale, other areas related to business environment: finance, marketing, administration, management, insurance, accounting, trading, brokerage, human resources.

Entrepreneurship is influenced by social and economic environment, but is subject to the effects that both national and regional economy to suffer

from some European and world economy. Consequently, the degree to which entrepreneurship can be developed in the area studied is a result of a complex of factors which students will be trained to use in their favor. In this respect, it is necessary:

- curricula to include courses in aspects of risk analysis, opportunities generated by investments, depreciation of national coin used for comparative advantage in foreign markets, the possibility of increasing market share by attracting customers of competitive companies who have difficulties caused by the general economic context, reducing labor costs resulting from higher unemployment,

- to identify and include among the beneficiaries of course those persons who have lost their jobs through budgetary layoffs or by reducing the activity of private sector companies, or any other person who, following the crisis were forced to leave their "comfort zone" and will be more willing to risk by creating start-ups.

The national education system does not provide sufficient knowledge and especially practical skills regarding entrepreneurship, economic education is mainly focusing on describing economic laws and their effects. It is therefore desirable to develop courses that provide students the opportunity to understand not only socio-economic phenomena in itself, but also to describe the impact that entrepreneurship has on society (economic effects: increase in local revenues, increasing local budget revenues from taxes, etc., and social: reducing unemployment, generating investments for society from income growth company in the public authority, etc.)

Since a significant number of the active population is gone abroad, it is recommended to identify the possibility of offering online courses to enable them to participate, taken into consideration the difficult times Western Europe also goes through, but especially the fact that they have already proved that are willing to risk.

Due to the failure of many SMEs, especially micro-enterprises and increasing the number of authorized individuals, family businesses, individual enterprises, students' training is recommended to be based on the characteristics of each type of organization, emphasizing their advantages and disadvantages.

The area studied has pronounced specificities that distinguish it not only geographically but also in terms of defining elements of the economic, political and human and social characteristics. Thus, it is necessary to mention:

- the involvement of local authorities (especially the municipalities) in the provision of training services, taking into consideration their reduced interest and, in the same time their support when realizing they are not an active part of this program (especially Beclean localities, Campulung, Topoloveni, Costesti, Gura Humorului). Equally, it can be observed the lack of interest and, sometimes, hostility of local public authorities towards national interest programs, financed partly from the national budget, although, as representatives of the voters in those places they should have been actively involved in developing the economic environment, particularly if this does not require financial contribution from the local budget.

- the involvement of local businesses (especially SMEs) in training courses or to provide local examples of successful entrepreneurship (which have the most positive impact on students), or by offering them optimum conditions for conduct practical training courses;

- offering courses in Hungarian language (or, at least, their simultaneous translation) in certain localities, especially Sovata Miercurea Nirajului and - where, eventually, Hungarian people from other places in the county, especially Reghin, could participate too; On the contrary, the degree of participation will be reduced and, on the other hand, the information could be misunderstood by some beneficiaries.

- adapting tools for education and training of people in entrepreneurship, as the perception of this field on the studied region area is different, both in terms of willingness to engage and considerations regarding their usefulness;

- adjusting case studies and examples, and also choosing the appropriate units for conducting practical training activities suitable to the realities of city and county from which the students come from, such as wood processing industry in the counties of Suceava and Bistrita-Nasaud, trade activity in Mures County and tourism in Sangeorz-Bai and Sovata, livestock in the localities in Suceava county, pottery in Curtea de Arges.

Socio-educational profile of the study area requires designing various professional training courses, for, on one hand potential beneficiaries with a medium level education, and on the other hand, those who have already completed university education, since access to higher education has generated in the last years, a large number of graduates who had partially validated the labor market.

Duration, level, language and training material should be adapted to the level of

understanding and students' previous knowledge in order to maximize impact.

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