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ПІДПРИЄМНИЦЬКІ АСПЕКТИ  
ДИЗАЙН-ДІЯЛЬНОСТІ

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**DEVELOPING ENTREPRENEURIAL SKILLS FOR  
STUDENTS THROUGH THE COLLABORATIVE  
APPROACH BETWEEN ACADEMIA AND ECONOMICS**

BULGARU Valentina<sup>1</sup>, GHELBET Angela<sup>1</sup>, GHEORGHITȚĂ Maria<sup>1</sup>  
SCRIPCENCO Angela<sup>1</sup>, POPA Olga<sup>2</sup>, CANGEA-DIGOLEAN Silvia<sup>2</sup>

<sup>1</sup>Technical University of Moldova, Chisinau, Republic of Moldova

<sup>2</sup>Organization for Small and Medium Enterprise Sector Development, Chisinau,  
Republic of Moldova

*valentina.bulgaru@fiu.utm.md*

*Launching own business contributes to industry and national economy as well as to permanent personal evolution. The future vision of young generation is not to work in large enterprises, but to be professionally independent. Most of them has a dream about own business. The textile and leather Moldovan industry represented mostly by micro-, small and medium-sized enterprises. In that case the objective for university curricula is not only formation the professional skills to students, but at the same time is to develop entrepreneur skills for launching own business. The attractiveness of starting own business can be cultivated in different ways: In class and by case study of success story of some small companies owned by young people. University studies have an important role for personality formation of young specialists, the view about their contribution to the society development and, is important to establish the network with textile and leather manufacturers. The subject of this paper is to present the collaborative approach regarding entrepreneurial education methodology developed for the textile-leather field.*

**Key words:** *education, entrepreneurship, partnership, textile and leather sector.*

**INTRODUCTION**

The common definition of "entrepreneurship education" adopted by DG Enterprise Expert Group [1] and presented in the paper [2] has two components:



- a broader concept of education for entrepreneurial attitudes and skills, which involves the development of specific personal qualities, and which is not directly oriented towards the design of a business, and
- a more specific concept of teaching the way to design a business.

A national strategic objective in the field of professional training is to broaden the teaching area of entrepreneurship education at the level of higher education outside the economic and business courses, especially within the technical faculties and universities; In compiling the curriculum for business studies, the emphasis will be on the stage of setting up the company and on the management of the stages of its development [3]. With reference to the professional field of textiles - leather, this objective has a special significance starting from the fact that in this field over 95% are micro, small and medium size enterprises. The possibility to establish and develop a personal business request the entrepreneurial skills development through the implementation of social and economic educational [ 4 ].

This concept is linked to the National Development Strategy "Moldova 2030" a strategic vision document, which indicates the country and society development direction to be followed in the next decade, which is based on the principle of human life cycle, rights and quality of life and coincides with the "robust human and social capital" pillar with the objective: "guaranteeing quality education" [5].

#### **PURPOSE**

With EU support it was designed and launched the Collaborative Entrepreneurial Education project, the main purpose of which is the identification of optimal solution regarding entrepreneurial education in technical higher education, textile-leather field.

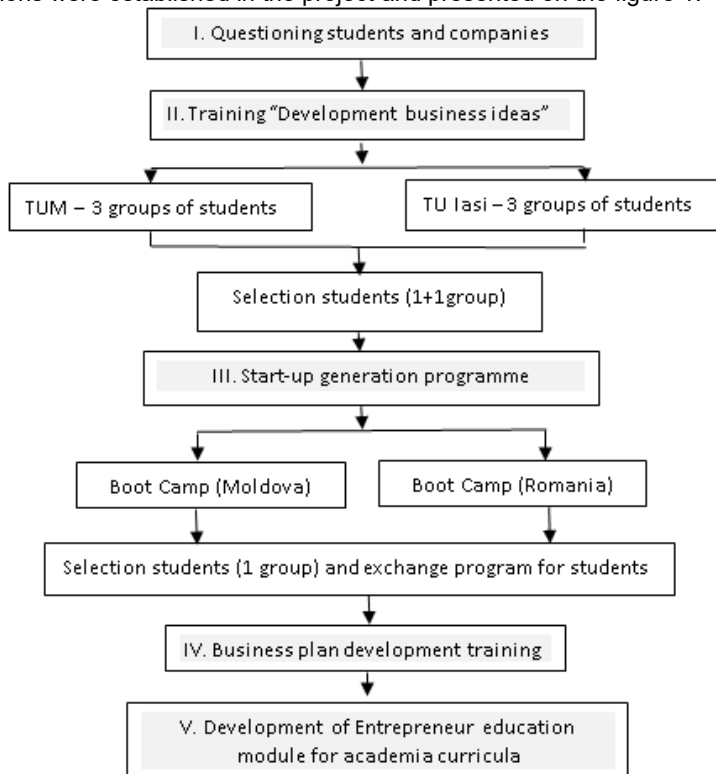
The paper is based on study-research through projects, evaluation by experts, comparative analysis and synthesis. The teaching methodology is based on the project proposals, presentation and attracting investment for startups .

#### **RESULTS AND DISCUSSION**

Currently, issues related to research in various fields, including education, are addressed multilaterally in consortia through national and international / multinational projects, capitalizing on the opportunity to provide grants from various national and international institutions. The Technical University of Moldova, which trains engineers in the field of textiles, leather and leather substitutes, in partnership with the Organization for Small and Medium Enterprise Sector Development, Republic of Moldova (ODIMM), argued and obtained funding for the "Collaborative Entrepreneurial Education" project. Within the Joint Operational Program Romania-Republic of Moldova 2014-2020, financed by European Neighborhood Instrument (ENI) – Cross Border Cooperation (CBC), project leader being ODIMM. The main idea of the project is development of cross-border cooperation to strengthen the creative potential of the involved actors and achieve the synergistic effect of the results. The project partners are the Organization for Small and Medium Enterprise Sector Development, Republic of Moldova (project leader), the County Board of Small and Medium Enterprises of Iasi, Romania, Gheorghe Asachi Technical University of Iasi, Romania (TUIASI) and the Technical University of Moldova (TUM). The partnership developed the research algorithm and joint actions on the development of an entrepreneurship education module for the faculties from TUM



and TUIASI, which is planned to be tested and finalized by involving experts in the entrepreneurship field, trainers on aspects of entrepreneur's education, students, teachers and economic agents at various stages and levels. The basic objectives and actions were established in the project and presented on the figure 1.



**Figure 1** - The conceptual algorithm of the project activities

The “Collaborative Entrepreneurial Education” project through different actions and trainings will motivate, support, and advise young people to develop business idea, to plan business processes simulation, to evaluate and make comparison of business plans. The methods of needs identification for such training, the teaching methods, the summer school, the exchange of cross-border experience, the visits organized within the companies in the field will contribute to a harmonious combination of classical in class room trainings with extracurricular ones, oriented towards educational empowerment.

### CONCLUSIONS

Following the implementation of this project, students from both universities will benefit from an Entrepreneurship course for technical education adapted to the specifics textile and leather field needs, considering the perception of students on



the one hand and employers / labor market on the other hand. Also, both the common and the specific aspects that distinguish two neighboring geographical areas will be established, practically the same but which are part of two countries with different economic level of development, Romania being a member of the EU since 2007, and Moldova having signed 2014 Association Agreement with the EU.

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**БУЛГАРУ В., ГЕЛБЕТ А., ГЕОРГИЦА М., СКРИПЧЕНКО А., ПОПА О., КАНЖА-ДИГОЛЕАН С.**

#### **РАЗВИТИЕ ПРЕДПРИНИМАТЕЛЬСКИХ НАВЫКОВ У СТУДЕНТОВ В РЕЗУЛЬТАТЕ СОТРУДНИЧЕСТВА МЕЖДУ АКАДЕМИЧЕСКОЙ И ЭКОНОМИЧЕСКОЙ СРЕДОЙ**

*Открытие собственного дела способствует развитию сектора экономики и постоянному личному росту. У молодого поколения есть видение своего будущего, которое не связано с работой в больших компаниях, так как они хотят быть независимыми в своей профессиональной жизни. Большинство из них мечтают о собственном бизнесе. Текстильная и кожевенная промышленность Молдовы представлена микро-, малыми и средними предприятиями. В данном случае целью университетских учебных программ является не только формирование у студентов профессиональных компетенций, но и развитие предпринимательских навыков для открытия собственного дела. Привлекательность открытия собственного дела можно культивировать по-разному: в классе и на примере истории успеха некоторых небольших компаний, принадлежащих молодым людям. Учеба в университете играет важную роль в формировании личности молодых специалистов, взглядов на их вклад в общество, а с другой стороны, важна для установления связей между ними и компаниями в области текстильного и кожевенного производства. Предметом этой работы является концепция развития предпринимательских навыков посредством учебных программ.*

**Ключевые слова:** образование, предпринимательство, партнерство, текстильная и кожевенная промышленность.