

SIMULATING THE ACTIVITY OF AN ENTERPRISE – QUALITATIVE SUPERIOR FORM OF PROFESSIONAL TRAINING

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Abstract: The Practice Firm project is designed to promote the learning process in the administrative-commercial, tourism, industrial field, using experience in simulated circumstances, in all aspects (working hours, rules, work situations, duties). The general objective of the programme is to give users a professional awareness of running and administrating a company, in tourism, manufacturing, prior to their entering the real workplace.

Keywords: SE (Simulated Enterprise), PRUSIN, CRISROM, EUROPEN.

1. INTRODUCTION

This paper will present the genesis of this new form of training, the formative objectives of the programme, the target market, the programme's performances, the organizational structure of the simulated enterprise "PRUSIN" within the Technical University of Cluj-Napoca, the headquarters of the national network of the simulated enterprises in Romania "CRISROM".

2. GENERAL PRESENTATION OF THE TRAINING METHODOLOGY IN THE SIMULATED ENTERPRISE

Training through the methodology of a simulated enterprise has been adopted almost 50 years ago in Germany. The results obtained determined that this methodology to be adopted then by the majority of the European countries and not only (Canada, USA, Brazil, China, Australia, Japan, etc.), so that there are more than 4000 simulated enterprises throughout the world, in more than 40 countries.

The simulated enterprise is an instrument of practical training in the informational-decision-making domain of a firm, and uses procedures and means identical to those found in the real firms, except from products and money, which are being simulated.

The simulated enterprise, before being a laboratory very well endowed, it represents a state of mind, a living organism, a concept of learning by doing which changes the traditional training system.

The most important elements of the simulated enterprise are the conception and proceeding of the activities, not the endowment, otherwise also an important element.

The general objective that such a programme proposes is to offer the students the necessary professional skills in the functional and productive departments, in order to find a real job.

The formative objectives of the programme of simulated enterprises are:

- individualizing the formative process so that each student would be able to pass through different departments, making a rotation, so that he fulfills the duties predefined for each working place. The student will remain in a certain working place for as long as he needs to accomplish the determined objective;
- the development of behavioral capacities, either inside the simulated enterprise, or outside it, with the other national and international simulated enterprises;
- finding proper and coherent answers to the needs of the real enterprises;
- becoming accustomed to a role while participating to the process of transferring the knowledge;
- increasing the motivation through a greater participation to the training process, to the cooperation environment, to the comparison of the results with the objectives;
- to decide and assume daily responsibilities for solving the real problems that appear between the client and the supplier etc.;

The integrated training environment in the simulated enterprise allows the understanding of the day-by-day activities, which take place in a firm. The structure of the enterprise concurs at the constitution of a strong team spirit, which generates a rapid dynamic of the training process. Training in a simulated enterprise gives the students the possibility to experiment real things, allowing them to make mistakes and to learn from them.

The students will know this way the economical reality in which they can learn and realize different requirements. The assignments of each student are not fixed, because they have to rotate within the simulated enterprise.

In a real working environment, endowed with proper communication networks, computerized technologies, the latest information in the domain, the "employed" students make simulated transactions with other simulated enterprises from our country or from outside, all being included in an international network. All the activities necessary to administrate a business can be simulated. The simulated enterprise purchases, produces and sells certain products on a fictional market. The students who buy the products are the participants at the network. They don't only accumulate knowledge from books, but they also study principles of business theory, they run the business based on practices and accepted structures.

All the simulated enterprises operate within an organizational context made out of networks, commercializing between them different products.

3. THE STRUCTURE OF THE SIMULATED ENTERPRISE "PRUSIN" FROM THE TECHNICAL UNIVERSITY OF CLUJ-NAPOCA

Within the Technical University of Cluj-Napoca there is the first Romanian laboratory "PRUSIN", that simulates the activity from a firm.

The organizational structure of the simulated enterprise has the following departments:

- Commercial, which takes care of the buying-selling relationships with other national and international simulated enterprises;
- Finance- Accounting administrates all the documents concerning the accounting practices, the firm's financial development, the balance sheet;
- Human Resources administrates all the activities connected to the human resources management;
- Production involves the activities of technical preparation of the fabrication, programming and overlooking the production.

Within each department there are working places very well defined.

Commercial Department includes the following places: marketing, receiving and accepting orders, honoring orders and transport, invoices and warehouse administration.

Finance-Accounting Department includes the following places: financial administration, financial accounting, deadlines and incomes, the bank and other payments.

Human Resources Department includes: administration of personnel, personnel remuneration, elaboration of ROF, ROI and work's protection.

Production Department includes: the business plan, the technical preparation of fabrication, programming and overlooking the production, launching the production.

An important working place is the **secretariat**.

4. THE TARGET MARKET

The users of the simulated enterprises could be:

- working people who want to change their profile/job/specialization;
- persons who want to create small and medium enterprises;
- the unemployed;
- women who want to enter or to come back on the job market;
- licensed persons;
- persons who want to know the last information in the domain or to improve their knowledge;
- the students in the IV and V year, specially those in institutions with technical or economical character, but also those from other universities;
- students in high school, mostly those in economical high schools;
- institutions of professional training;
- technical universities;
- economical faculties;
- high schools;
- real enterprises etc.

5. THE PERFORMANCES OF THE PROGRAMME

We will mention as being performances of the programme:

- the curtailment of the accommodation period of the graduates to the real economical environment;
- the increase in the chance of finding a job for the graduates;
- passes the knowledge in a participative way, stimulates creativity;
- creates an evaluation system for performances, situated at a European level.

- supporting the regional development and the small and medium businesses;
- compatibility with the European practices in the domain etc.

6. THE HEADQUARTERS OF THE NATIONAL NETWORK OF THE SIMULATED ENTERPRISES (CRISROM)

The national Headquarters is doing the coordination of the national network. Within it the following services are active: banking institutions, clients and suppliers, official institutions, administrations for performing services, insurances, leasing, national and international transportation.

The Headquarters of the national network of the simulated enterprises in Romania has been ushered at the Technical University of Cluj-Napoca in July the 13th, 2000, and it is affiliated to EUROPEN (European Practice Enterprises Network).

7. THE SIMULATED ENTERPRISES AFFILIATED TO CRISROM

We will present as follows the simulated enterprises affiliated to CRISROM:

PRUSIN – Technical University of Cluj-Napoca;

ROMSIM – “Gh.Asachi” University of Iasi;

COMPASIM – “L. Blaga” University of Sibiu;

AEROSIM – University of Bacau;

CAMPIASIM – The City Hall in Campia Turzii;

CANTIM – “D. Cantemir” University, Faculty of Commerce and Tourism of Timisoara;

CEFORSIM – S.C.IPA S.A. CIFATT of Cluj-Napoca

8. CONCLUSIONS

Training through the simulated enterprise methodology allows a faster integration of the graduates in a real enterprise, makes the relationship training-production more fluent, enables the integration of the Romanian training system in the Romanian educational system.

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