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SOCIO-PROFESSIONAL EXPECTATIONS ON MASTER STUDENTS OF THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

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Abstract
The interest of young people for their future socio-professional was always and everywhere a dominant factor and also a notorious motivator factor in their efforts. Studies conducted by entities concerned as well as researchers from various social areas have shown that this interest is also complex and profound for current young generation. This paper is a qualitative research conducted in a prestigious faculty of the Academy of Economic Studies in Bucharest, on a number of graduate students who are preparing their studies in Business Administration; as an investigation method the free essay was used. The information from students' essays was supplemented by observations made by the teachers group – authors of the work. Research results revealed both confirmation of hypotheses and also surprises.

Keywords: social-economic horizon, society's expectances, entrepreneurship, business, curriculum.

JEL Classification: A13, A14, A23, D01, Z13.

Introduction

There are many issues which configure the youth's issue, considered both as elements of interest for young people themselves and also for other social structures involved: families, schools, society in general.

The thematic connection youth x business is a recurrent subject of studies whose purpose is to research youth and its problems.

Interest in business, once expressed, is invariably recognized by the state of optimism that addresses youth entrepreneurship, even though many do not have the resources to a favorable start. Business temptation animates and provides energy for overcoming many difficulties, creating the feeling that it's worthwhile to engage in combat.

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In his own firm all is flexible, involvement is unlimited, without strict limits, creativity is a principle of life, the organization and reorganization takes place quickly, simply, without organizational rituals. The relationship among small firms is collaborative rather than competitive relationship specific to large organizations.

Small business troubles come from: fear of investing the accumulations, self-satisfaction trend and remaining on the niche occupied, exaggerated prudence, dependence on leased premises, lack of clear directions and innovation, trend of keeping all customers - obsession that leads to inefficient development and other negative aspects.

The paper contains a qualitative research, using the observation and essay method and it was applied on a group of students from the economic cycle of university studies - master level in the field of study Business Administration, Faculty of Business and Tourism (former Faculty of Commerce) of the Academy of Economic Studies.

Sections of the work include, in order, a range of concerns of various institutions and the many authors who have published results in the literature approaches, the objectives, assumptions and methodology used for research, followed by recording the results and discussion upon them. Conclusions of this paper are benchmarks for future actions designed to deepen the understanding of trends in the life of the youth and to harmonize social interests of the factors involved.

1. Investigation of scientific literature to emphasize the state of current research on youth

To achieve the objectives, the authors investigated some approaches, developed in the past decade, referring to the youth life in Romania, have been investigated.

Sociological studies conducted in Romania in the last decade have had a large ampleness and targeted a wide range of issues for young people - individuals aged 15-35 years - in Romania. Among the most important of them, we note: study of sociocultural specificity of youth in rural areas (Mitulescu, 2008); a study on the orientations and values young people about career and work, the difficulties encountered by them at youth employment and aspects regarding on youth in business (Dalu, 2008); a study on the social state and expectations of young people in Romania (Dalu and Plăeşu, 2008); a study of the leisure at Romanians (Stoica, 2012); criteria for choosing a job and views on human resources market (Popa, 2009); the young and the labor market in Romania (Pop, 2010).

Among the issues investigated, there are particular interest referring at the existence of differences (of status, perception etc.) according to sex, age, social environment and other variables, and a set of key issues for youth (quality of life and fundamental points for this comprehensive concept - family, health, work, income and wealth, consumption, leisure, social environment).

A suite of observations and assessments, largely converged, resulted from these studies and investigations is presented below.

A. *The values* that animate young and the hierarchy of these values indicate the motivational universe of those will form the adult's society of tomorrow. The main issues perceived by young people as important in their lives and their descending order is: family,

friends, leisure, work, religion, school; and ultimately, but minor, is mentioned and politics. Youth is a maturation period, one in which the young should be affirmed on multiple areas. The socio-professional integration of youth and setting the basis for a new family is, on the one hand, the framework of the personal needs and on the other hand the framework of social demands (Lungu and Repida, 2010; Diaconu and Stăiculescu, 2012).

The main priorities in the short and medium term (2-3 years) of young people are: continuing education, finding a job and improving qualifications. In detail, it appears that the men gives a greater importance for school and a more thinking to open a business, or to marry than women; in urban areas are more important a business beginning and the professional qualification improvement; in rural areas the education continuation and finding a job are important. These priorities present specific elements at different age groups: at the group 20-24 years are more important obtaining an own housing, finding a job, the free time; for the group 25-29 years are important: marriage, obtaining of an own house, finding a job; at the 30-35 years group become important larger priority projects, which require substantial resources: starting a business, improving qualifications, travel and entertainment plans, and parenthood status.

B. With regard to *quality of life*, the young confirms a principle which became social law: children are happy, young have hopes, the elderly are critical. Pupils and students are more optimistic than young people in general. For young, support points in life are: family, health, habitat conditions and level of education.

C. In relation to the young's *wealth*, it was researched the possession degree of the essential goods: house, car, computer and internet, mobile phone and similar equipment.

D. *The labor* is a care, explicitly or implicitly, for all categories of young people, especially after they end / interruption the school. In this regard, young people have various options: either to work in the country (employed or freelance) or to work abroad.

E. *Revenues* are most urgent topic for young people, especially for those who pass the age of 20 years. Having a job is the dream of being financially independent and hope for the vast majority of young people. Once someone got a job, start kneading for ”better” jobs, more pleasant, well-paid, secure, close to home, etc. Young people more satisfied with their jobs are those in areas Bucharest-Ilfov and South-Muntenia; most dissatisfied are placed at the extremes of the Northeast – Southwest diagonal of the country. This fact reflects the uneven economic development of the country in recent decades.

F. Regarding *leisure*, the vast majority of young people are satisfied with how they spend their leisure time, although they deemed leisure alternatives are limited. S13 (=S14): On average, the leisure for Romanians means about four hours a work-day and about nine hours on a weekend day. For leisure activities is allocated an average of 350 lei, sum which, though small in absolute value is more than a fifth of the average income. During leisure prefer the company of family, situation which illustrates a social life limited. It is also noted a preference for convenience, the prevalence of sedentary activities, although the weekend more than three-quarters of the Romanian activate outside the home. Sedentary predominant nature of the leisure, especially by young people, has generated a stream of attitude, which informs, warns and help those are in need. An increasing number of activities that took place inside the house are related to the use of modern means, recently entered in the human world: internet, Facebook and other social platforms, smartphones, other gadgets. Many of these have a psychological contaminant content that generates

”online addiction”, considered a real scourge. To counteract the effects is conducted social campaigns that encourage activities conducted outside the home (”off-line”) (The Institute Education Sciences, 2011).

G. *Social environment*, reflected in several key issues perceived by young people, show a less optimistic reality. Corruption in society is ”a very serious problem” for seven out of ten young people and for one quarter of young people is ”a problem”. Access to employment is perceived in pessimistic note: 80% of young people believe that this is ”a problem”. The majority of young people believe that the difficulty of obtaining a job, in close correlation with restricted access to housing or a long-term loan configures unfavorable conditions for starting a family. Regarding social tolerance major component of social environment, studies have shown that the phenomenon occurs with varying acuity in space and for different age groups and levels of education, to: former drug addicts, persons with HIV / AIDS, homosexuals and to some ethnic minorities.

Thematic connection young x business was reflected in most studies oriented on the youth research and its problems. A study (Dalu and Manu, 2008) which was targeted to this thematic was approached with a more interesting for the phrase ”young successful”. The survey showed that the notion of success has varied explanations and connotations: the success of an action (a stable clientele, the respect in specific market), personal image and personal merit. The success gained by personal merit is beyond material resources (wealth) and symbolic (position, prestige, social status) revealing that personal resources are intrinsic: personality; knowledge, skills and competence; vocation, social skill. Are considered direct factors of success for young people: the will, active spirit, permanent curiosity, constant and sustained concentration on consistent purposes, perseverance, positivism, initiative, courage, flair, ability to notice the essential in endless changing of hierarchy of values etc. Issue contains and finesse aspects: the true success stories did not echo in the media and the time allocated to different personalities is not proportional to their value, and only with their financial power and their interest to advertise; publicized success is manufactured, not a real one; real success must be sought in specialized journals in the fields of business and economics.

It should be noted that entrepreneurship, as a production factor own economic systems based on competition and free enterprise, refers to a person's ability to put ideas into practice, involving innovation, creativity and risk taking, and the ability to plan and manage projects to achieve objectives (Lăcătuş and Stăiculescu, 2011).

As regards the young people interest for business, as already mentioned studies and also business news provide enough information to convince that optimism towards entrepreneurship Romanian is justified, although many young people with valuable ideas not have yet the money for a favorable step in business. Not incidentally, much of the youth people set, as their first business target, a small business in services, which more requires personal capabilities than financial resources. Though the business temptation generates worry countless, it also assures and rewards that give the feeling that ”the effort worthwhile.” For a youth person, the thought that he is his own master, that he can check their personal potential resources, that he risky plays, that he is not limited by a ”job description” etc. can mean a perpetual source of enthusiasm, generating fruitful ideas and good state.

Obvious benefits of working in their own company (flexibility, involvement without strict limits creativity as a principle of life, the development organization and reorganization quickly and easily, without rituals, prevalence of mutual cooperation relations between small firms) are very tempting, even if those who experienced entrepreneurship know they are numerous reasons that induce fear, excessive caution etc. generated by: perennial scarcity of resources, permanent risks, distrust in specific social mechanisms, lack of direction, lack of own spaces and others.

The onset of activity of students is the prologue of a career from that society expects successes, valuable ideas, models for the labor resources of future generations. A study realized by Chircu (2011) focused on differences between the expectations of employers and students highlighted the issues that should inspire corrections from stakeholders: academic curriculum improvements, counseling and career guidance in higher education, forms of effective communication between university and employer organizations, correcting specific regulatory framework etc.

Expectations of those entering the labor market form a broad panoply, in which the realistic and relevant expectations stand beside others, unrealistic, even illusions; vary widely and expectations / requirements of employers. Between students expectations and the expectations of employers are generally a good correspondence (on issues such as: strict compliance of requirements in the workplace; operative assimilation of the knowledge and skills necessary for the job), but there are also differences, sometimes large and very large; differences were considered: integration in the organizational culture and personal development, corporate loyalty, initiative and rapid adaptation to the working environment, maintaining enthusiasm, creative behavior and willingness to promote correlated with orientation to results.

Despite the frustrations and worries of the younger generation, is tonic for all generations the detachment of those young men and women who find time to take care of their soul, of the human feelings so natural at youth age, the thought of marriage and family, parenting projects and other matters which clearly indicates that ”life goes on” . Appreciations like ”love is not eternal (...) and the love of the couple is most perishable, (...) but is the ultimate investment” (Pruteanu, 2012) are a measure for the young generation' vigor.

Equally reassuring is a list of ”lessons learned life that helps me move on”, posted on the Internet by a young (Pavel, 2011), which contains a series of advice and exhortations, widely known in fact, as: take risks, make realistic plans of future, learn something new every day, discover the world, meet more people, create links, dreams to conquer the world, continue in goals, love and let yourself loved, do not you shut up, do not leave the slightest obstacle to your plans crumble, enjoy each day as if it were your last, do not lie and do not run away from responsibility.

2. Objectives and research methodology

In qualitative research the experience of the researcher is crucial; very important are: the intuition, ability to understand the essence of the information, i.e. a set of requirements and opportunities that counteract the lack of specific elements of the quantitative research. The sampling formula (selection of people – individuals or groups - that meet the requirements of research objectives) is important. Typical arrangements for reporting the results of

research/studies are: descriptive reports, transcripts of interviews and presentations (IMAS, 2008).

The research was conducted in the first half period (October 2015-February 2015) of the academic year 2014-2015. The community studied was composed of Romanian nationality students in the Faculty of Business and Tourism (formerly Faculty of Commerce), Academy of Economic Studies in Bucharest. Of the seven masters programs of the faculty was investigated program Quality Management, Expertise and Consumer Protection, which is a master program of specialization, viz. composed of graduates [the first cycle degree], from the same faculty or similar faculties; subjects received almost identical curriculum and consistent education pro-business.

Researched collectivity is composed of 73 students, 55 girls (F) and 18 boys (M). The exam was attended by 68 students (”series”), of which 51 girls and 17 boys. The sample represented 54.4% of the students examined and was founded optional; included 37 students (10 boys and 27 girls) who have chosen to treat a theme announced at the meeting of the written examination. Subjects were not informed that are research subject, so as not to cause an alteration of the essay nature. In this research, the essays are anonymous.

Taking into account the specific conditions (operational research, without special means, but enough to ensure revealing elements for purpose), we chose a quasi-free essay formula; we indicated only the title and key of approach.

We have supplemented essay topics, relatively known from discussions held in lecture and seminar activities, even in examination space with the research titles; in this way, the novelty and surprise were ensured, and we obtained ”nude” information, uncorrupted by foreshadowed schemes . The essay was done in the written form under supervision (without possibility of collaboration), in the exam session in February 2015, at Academy of Economic Studies in Bucharest. The space of essay was limited to the area of a page A4 (minimum 30 lines).

Since the shifting of the Faculty of Commerce to the Bologna program, which began in year 2005-2006, the field of study under which the faculty subscribed was Business Administration. (Later, the faculty even changed its name, becoming the Faculty Business and Tourism). Consequently, curricular structure was designed and adapted to promote entrepreneurship commercial (profit-oriented) among graduates, faculty having at that time a tradition over 50 years in business education in Romania and being the only faculty with this profile until 1990. It is natural and necessary in these circumstances, to know the mood of beneficiary’s curriculum and the effects of applying business-oriented curricula.

Many of the members of the series are employed, both in the private as well as in state institutions. A few gropes, episodic, the future status of entrepreneur. Among researched persons who officially opened a business in his own name was just a student, who has not opted to treat an essay in sample. In this regard, it should be noted that formal business interest (shown by documents and evidence to prove the viability of the company) was good in the 1990's, then passing in a steady decline.

The aim of the research was the identification of pro-business behavior to students in the final year of cycle II studies - master - faculty, in instances of contextual evolution both ”normal” (without other events than those intended by the author) and ”evential” (marked by unforeseen events but specified).

Research objectives: knowledge of life scenarios, including economic behavior and pro-business attitude, at studied master students. Contextual evolution ”normal” was researched thru: theme A ”Ten years have passed since graduation ASE” and the evential evolution was researched through theme B ”I won five million lei” [over one million euros] and theme C ”I am, in a game of fate, married with .... ”; author would indicate partner of marriage. For all three themes was sought an anthropological key approach.

All three themes were addressed in anthropological key because the essay was part of the final exam at the discipline of Comercial Anthropo-sociology.

Within the titles, the subjects had complete freedom to develop their scenarios.

The research of student’s interest for business was determined by school needs of comparing the student’s options with school expectations. The results serve to correct the curriculum and to adopt pro-action measures.

Research hypotheses are the followings:

1. If students researched are business faculty graduates, they are interested in business (profit-oriented), especially male subjects.
2. If the subjects investigated had higher professional results, they show a greater interest in the business.
3. If the subjects have a degree of celerity higher (above average), their business interest is higher.
4. If subjects had personal desirable events, quite unexpectedly, they associate these events with increasing interest in business.

The variables considered:

a. First variable was the sex of subjects. It is remarkable preponderance of female element in the current Romanian economic schools, as well as the presence, of long tradition, of Romanian women in business and trade.
b. The mark obtained in the discipline assessed highlights measure interest in achieving the requirements of the scoring system.
c. Subject celerity indicates the extent to which the subject is operative in achieving the written exam, allowing pro-business attitude relationship with the ability to complete a complex task; on the importance of this human characteristics insist the discipline concerned.
Variables were taken from the teacher or calculated.

The notations and abbreviations. Non-quantitative nature of the research requires official use non percentage expressions: features size, state of affairs, etc.; was chosen fractional expression (for example 7/20), where the numerator indicates the actual value expresses and the denominator the maximum possible value for a feature. Abbreviations used in this paper are explained in context.

3. Results and discussions

Distribution of those 37 subjects on the the three topics was: Theme A .: 20 subjects ; theme B: 12 subjects ; theme C: 5 subjects.

In the data provided by subjects (v. Table 1), were interested in issues that indicate the degree of confirmation of faculty expectations (and society expectations in a broader framework) as follows:

- for theme A – ”Ten years have passed ...”: evoking faculty, satisfactions, vulnerabilities / regret, reporting to others, references; values, (involvement in a) business;
- for theme B – ”I won ...”: how received news ; what he thinks ; what does with money: for him/ others ; (if develop a) business;
- for theme C – ”I'm ... married ...”: about her/himself, about partner, modus vivendi, references, trend couple, (option of) business.

At each of the three topics the researchers were interested if it was a constant interest /option for business.

Calculations on variables considerate- explanations and formulas:

- *Sex*. For comparison, the weights were calculated by sex ratio (B: F = x : y)
- *Average marks* were calculated for groups as the arithmetic mean.
- *Celerity* (Cel) represents result of two parameters : a) the average coefficient of celerity (Cmc) ; b) the average working duration (Wdm); for individual celerity is calculated as the product of the values of individual coefficient for celerity (Cc_i) and individual work duration (Wd_i).

a) the average coefficient of celerity (Cmc) was calculated using the formula:

$$Cmc = sum\ r_i/n \quad (1)$$

where:

r_i - is the rank (no. of essay order); n – is the number of subjects considered.

A low value indicates a good Cmc responsiveness of a subject, promptness.

b) the average work duration (Wdm) was calculated with the formula:

$$Dml = sum\ of\ work\ durations/n \quad (2)$$

where:

Dml - is expressed in minutes; A Dml low value indicates the efficiency of a group, the ability to quickly complete a task.

So the celerity of a group is calculated as:

$$Cel_m = Cmc \times Dml \quad (3)$$

$$Cel_i = Cc_i \times Dl_i \quad (4)$$

For the values bringing at a conveniently operable level (order of units), the results are corrected with 10^{-3}. The ranks of subjects in the first half of the series (68 total) were real and were marked on works corners (1 to 34) at the time of their teaching. Subjects in the second half of the series received a single rank (r_c = rank calculated), established as an average between the first current number and final number, as follows: r_c=(35 + 68)/2 = 51.5. Average coefficient is calculated as a simple average celerity of the all individual celerities.

Similarly, work durations of subjects in the first part of the series were written on each paper, marking the hour of end work and durations was determined as the difference between the end time (t_f) and time of commencement of the work (t_i). For subjects in the second half of the period of examination, duration of work was calculated using the formula: duration calculated (d_c)=75+(120-75)/2 =75+45/2=97.5 minutes, where 75 represents the work duration of the last issue (no. 34) from the first part of series and 120 is the maximum permissible duration for written exam (2 hours), when the last subjects were taught.

Table no. 1 summarizes the values of variables which are investigated (sex, final mark awarded to discipline and celerity) in the group, essay topics (sub-samples), sample and series.

Table no. 1: The research results on structures

Specifications	**Structures**									
	Groups			**Essay topics (sub-samples)**				**Sample (E)**	**Non-E**	**Serie (p)**
	1	**2**	**3**	**A**	**B**	**C**	**pro-B**	**(A+B+C)**	**NS**	**E+NE**
Sex (B:F) report	1:3	1:3	1:3	4:16 1:4	5:7 1:1,4	1:4 1:4	14 (1:1)	10:27 1:2,7		17:51 1:3
Mark (max. 10)	7,82	6,77	7,17	6,90	6,16	8,00	6,7 (B6,20)	6,81		7,26
Celerity, Cel (Ccm x Wdm)				2,94	3,59	5,02	3,58	3,40	1,62	2,51
***Ccm**				36,1	41,1	51,5	43,61	39,8	28,2	34,5
***Wdm,** minutes				81,6	87,5	97,5	82,32	85,6	57,6	72,8
Legend . **Series (p):** the student number present at the examination; **pro -B**: pro -business; **Ccm**: the celerity calculated average; **Wdm**: work duration average.										

Source: original

Following are the calculations results of considered variables: sex, final mark (evaluation), celerity (table no. 2, table no. 3, table no. 4).

Table no. 2: Calculations for the ”sex” variable

”Sex” variable									
In groups and series					**In sample/essays**				
Groups	B	F	Total		Essays	B	F	Total	B:F
1	6	19	25		A	4	16	20	1:4
2	6	18	24		B	5	7	12	1:1,4
3	6	18	24		C	1	4	5	1:4
Serie	18	55	73						
Exam partici-pants	**17**	**51**	**68**						
Report B:F = 1:3					Total	10	27	37	1:2,7

Source: original

Table no. 3: Calculations for the ”final mark” variable

”Final mark” variable																
					Final mark for A				Final mark for B				Final mark for C			
Groups, sample and serie serie					Essay A				Essay B				Essay C			
Group	1	2	3	Serie	1	2	3	To-tal	1	2	3	To-tal	1	2	3	To-tal
Sum	180	149	165	494	35	52	51	138	24	38	12	74	18	16	6	40
n	23	22	23	68	5	8	7	20	4	6	2	12	2	2	1	5
Mark	7,82	6,77	7,17		7	6,50	7,28		6	6,33	6,00		9	8	6	
					Average mark A: 6,90				Average mark B: 6,16				Average mark C: 8,00			
					Final mark on sample: 6,81											
Final mark on serie: 7,26																

Source: original

Table no. 4: Calculations for the ”celerity” variable

”Celerity” variable			
Essay A		Essay B	Essay C
Ccm	**36,1**	**41,1**	**51,5**
Wdm	**81,6**	**87,5**	**97,5**
Ccm sample 1473 : 37 = **39,8**			
Wdm sample 3170 : 37 = **85,6**			
Ccm non-sample 873 : 31 = **28,16**			
Wdm non-sample: 1270+515 = 1785; 1785 : 31 =**57,6**			
Ccm serie (participants) 1473 + 873 = 2346; 2346: 68 = **34,5**			
Wdm serie (participants) 3170 + 1785 = 4955; 4955 : 68 = **72,8**			

Source: original

A first observation is related to the representation of the *sex* variable in the sample and in the three groups (A, B, C) of the sample. If in the series were 68 subjects present in the report B: F = 1: 3, the sex structure in the sample (composed of 37 subjects) was B: F = 1: 2.7, which indicates an increase of interest of the boys for the essays themes. Regarding gender focus on the three themes is evident a plus of interest of the girls for homework A (”Ten years have passed ...”) and C (”I'm in a game of fate, married ....”) in both essays subjects ratio B : F is 1 : 4 . The more obvious is the boys interest for theme B (”I won five million ...”), where the ratio B: F = 1: 1.4 illustrating a specific feature of male environment - predisposition to luck games / chance mania.

Regarding the *final mark* variable, the note in series is 7.26, the average grade of the sample = 6.81, and notes for the three groups / essays are: A = 6.90; B = 6.16; C = 8.00. The first observation on the notes is generated by the lower note in sample compared to of average mark of the series, which shows that the majority of subjects who opted for the three essays are students with jobs; they have lower frequency and obviously found it appropriate to address the essays less theoretical. Observe also obvious differences between the average marks of the three groups of subjects, with a gap of almost two points between the essay subjects B and C essay (both on the topic of hypothetical situations arising evential [due to luck]; it is worth noting that the group C subjects not prefigured morganatic marriage, drawing on real potential situations in the tradition of healthy, a very good detail for research on the generation considered ”rebel” ...). Moreover, it notes that exist a

connection, more than clear, between the better professional level of the subjects in group C and their orientation to the serious side of the subject, deliberately ambiguous formulated.

Celerity of subjects in the sample (3.40) was lower than celerity recorded in the series (2.51). Two reasons can explain this situation: on the one hand, subjects in sample have professional results under the series level (sample average marks: series = 6.81: 7.26) which results in the need for a longer time to review theme, and on the other hand, sample essay subjects caused a state of deep involvement, requiring more extensive work periods. Of the essay topics, is observed that C (”I am.... married” ...) was certainly the most demanding, leading to the longest average work (97.5 minutes to 87.6 minutes - the average sample and 72.8 minutes-media series). The last two students, who worked to the limit of maximum working hours, belonged to group C, group with the lowest celerity; practically all subjects who chose C surrendered essay work in the second part of the exam. This observation, coupled with the highest average mark of a group in sample confirms us the assumption that this theme asked strongly the major students potential storyboarding.

Content analysis of essays revealed a range of ideas that were largely author’s research expectations. Summary of observations is shown below.

A. Essay ”Ten years have passed since graduation ASE”

Of the 20 subjects who preferred this theme, only nine have *evoked*, with nostalgia, the school: admission, teachers and emotions examinations, comradeship atmosphere of the series, meetings at Pizza Hut, but underlined and pride graduation a prestigious faculty. Four out of five students showed that their *satisfaction* after the first decade since ending school; family, profession, career, success in life as a result of personal qualities; some (4/20) are satisfied that they work in field of study, with clear career path, others (6/20) bring to the fore family and children (all of whom will have children in the latter part of the decade). The social image and professional status / social animates a fifth of the subjects. Only one subject inform under collective name (”we ...”) and 3/20 subjects did not referred to the first decade after graduation

Reporting to others was evident at half of the subjects: 5/20 subjects had a critical attitude on younger colleagues (”youth of today”) that would have all at beginning, very quickly, a sign of lack of contact with real life ; the other five subjects had a neutral attitude, reserved positive. *Elements reference value* they had 4/20 subjects, evoking the university and master graduated / mother with her wise advice / colleagues who have gone abroad / a fellow patron at important company (but, unfortunately, without family). Regrets and sensitivity only at 3/20 subjects: the father who knows nothing (”so he decided”) / unrealized family / non-fulfillment dream to travel the world. Three quarters of respondents indicated the values which are important for them and which motivate them: work and family [are at parity], primordial for 6/20 subjects; and other elements with decreasing frequency - house (and garden), social relations, social image (”ego”), comradeship, titles, philanthropy, desirable human qualities. Indicates that will have a *business* 9/20 subjects, of which two subjects not give details, and other two persons present non-engaged information (one subject ”understands what a successful business”, another subject reported that ”a colleague has a business. ...”); others subjects add more concrete elements: family business with textile business, business two years, a small business, but thrive.

Showed an obvious restraint for entering the decennial concrete horizon indicated 2/20 subjects: one only indicated that working in public service and that ”few colleagues have

business"; the other made a development ex theme excess with specialized terminology, noting that she will be manager in the field. The *average note* of subjects in group A was 6.90, lower than average mark of the series (= 7.26) with 5%, the situation showing that the option for researched themes was more attractive for students with a modest professional level. As regards *celerity*, the group recorded values are slightly above average of sample, but below average series.

B. Essay "We won five million ..."

Reference to the *first reaction* to the new event made only 7/12 subjects: four subjects were terrified, amazed and disturbed by new issues coming with the gain; two subjects received the news like a natural thing (one of them learned to play from his father and the both from grandfather; all of three are loyal customers of the Romanian Lottery); one has called all friends at a party. What *they thought* about the event? Three quarters of respondents provided information: those who have received the news with great emotion associated it with negative thoughts related to security money, the idea that uncultivated money do not bring any good, etc.; others had more realistic thoughts (the gain will be decreased by the taxes / fees to the state), the perspectives changed "will not change and character", "life has changed but the hard part is just at beginning") or overly positive feelings ("I caught God foot "). *Money use* was addressed in two ways: *for self and for others*.

Three quarters of respondents referred to the uses for the money. Three subjects will edify a house ("dream home"), other two will buy one or two apartments to rent and have a perennial source of income. Two students - girls will align their wardrobe up with the fashion; some will spend to travel, or to get access among those in the media, other boys will spend for "a sports car that would satisfy my need for adrenaline" and for a life of ease; other will deposit the money into an account in foreign currency living from interest. A boy-subject is overly pessimistic: it will lose money, noting that "we got to where I was at first, but older". Regarding the use of amounts and for others, it is noted concern for family members: two subjects will help parents to get rid of debt, a girl would help her sister indebted and ill, a subject would give the fifth part from gain to his parents to develop their business. A subject would give portions to those who have been close "at the hard", then for church (because "God helped me to gain") and a part in a children's home. Three other subjects would help children and elderly / the oppressed and the homeless.

A subject would help more without making clarifications. A quarter of respondents have referred to the possible use of money for others. Expenses for any business and entrepreneurial involvement estimated that they will make 5/12 subjects, giving details: professional services, tanning salon, a company in financial accounting ("with my mother"), a chic cafe at lakeside, online commerce. Of those who did not refer to business, one is very firm: will not give up at his careers. In the group of 12 subjects, are also remarkable: one is very critical against gambling, a subject warns – "if you win, be prepared to lose" and a topic-girl criticizes severe social situation of young people in Romania and in particular the situation of young mothers. *Average mark* of the subjects which treated B essay was on the lower level of the notes of any group considered, showing that much interest in gambling comes from those with modest professional results. *Celerity* of the group B was below the sample average.

C. Essay ”I, through a game of fate, married with ... ”

This group included only five subjects: four girls and a boy. Subject’s girls have sketched a brief *self-presentation*: completed university studies, the majority (3/4) from the province, ”away from home and loved ones” with nostalgia village where she spent holidays; one of the girls proclaims: ”I am 24 years old, studies completed, it's time to marry. ” Another girl discussed on endogamous marriage: her family would like to marry his cousin to respect tradition and to take advantages of this type of marriages, common in Eastern cultures, but both she and his cousin take into account the risks and ultimately abandoned the project. Their *partners* are men which are fit to be husbands, one is ”brown, educated and makes me happy” the another, though he did not excelled in manners and was barely tolerated by the girl's family, has gradually proof qualities for which she sees him as a future partner and good husband; the others are known from childhood (she hopes a duo ”at the altar”) or ”from past New Year”. As regards the *system of cohabitation* (”modus vivendi”) all participate equally in housework (”shopping together, cooking together”), even ”to the doctor together, ” mutual trust, socialize together(in visits are diplomats: ”do not talk about our problems”), the couple established rules and comply with them. Regarding *references considered*, it is widely appreciated the example of the marriages of parents girls. The *trend of couples*: a successful marriage (three subjects) or each with a different partner (subject ”oriental”).

Regarding the professional level, although modest in volume, the group which treated the C essay had maximum average score (8.00) -over the sample average and even above the average of the series (7.26)-, indicating that at higher vocational level become tempting some essential aspects of personal and social life, as marriage. Regarding celerity, group members showed a higher indifference to the assertion's idea among leaders: no subject taught in the first half work duration. The subjects of this group did not refer to business.

Final comment. Among the various problems revealed, we focus on that which presents the most direct connection with business theme, which undoubtedly is very important for institution. Of the 32 subjects which treated the three essays on topics of interest, only 14 subjects referred to the theme of business / entrepreneurship, some of them not giving details, indicating casually the idea of a company / business. Few subjects have outlined: business profile, factors, business commencement period. If we want to highlight an entrepreneur spirit, we have only an absolutely typical example: a topic clearly knows how allocates a hypothetical gain unexpected: one third for himself, one third for parents' business, the rest will be invest in a business at which already he works.

Considering all the variables work in series, the sample and the pro-business group (pro-B), we note the following:

a. The structure of group *sex* pro-B is perfectly balanced, B : F ratio = 1 : 1, while the same ratio is 1: 2.7 in the sample and even 1: 3 in the series; situation confirms the presumption that males have more interest for business.

b. As regards the *professional results* (note the discipline examined), is found to be rather an inverse correlation with business interest: the average of the group pro-B is less than the series average, even lower than average in samples essays. Furthermore, pro-B group subjects who have treated essay B (”I won five million”) have very low average score (6.20), the lowest level.

c. As regards *celerity*, pro-B group average (3.58) is located below the sample average (3.40) and well below the series (2.51); situation not confirmed assuming an association between celerity and business interest. Following the celerity in detail, we note that, in the sample, although the celerity of group pro-B is lower than sample's celerity, does not provide a change of opinion in line with association between celerity and business interest.

There are two major areas of intervention in the educational institution to create a pro-business spirit: teaching and practice.

The current state of the Romanian economy does not provide real opportunities for students to do a good practice, if even we consider only those studying business, although we can talk about achievements and positive aspects in some areas. Former Faculty of Commerce (the actual Faculty of Business and Tourism) would have been, for many years, required by foreign students for master programs, if it could provide a large number of hours of practice, as can be in many foreign universities.

It remains, therefore, to design and develop actions in the educational activities that can be associated with various forms to ensure students contact with economic life (conferences, specialists at courses etc.).

The first direction for correction concerns the content of materials for teaching and seminar activities. Translation of foreign textbooks only provides good information to students about the themes and case studies, but taken from contexts different to those from the proximal spaces can generate confuse to those who have contact with the economy at the end of studies. Issues very relevant can bring for students only who comes with a good knowledge of the reality of which he speaks.

Who are they and who would/can be they? Education Act states that in front of students can speak only persons who have PhD in the field. This requirement shall endeavor to meet it all teachers in higher education. How many teachers in higher education are good entrepreneurs in the various sectors of the economy? How many entrepreneurs have doctorates?

From these questions it result that all teachers in the business would require to be entrepreneurs. The hypothesis may seem devoid of seriousness if we consider the entrepreneurship of teachers in economics. But if we look at this issue in other vocational universities (as is the Academy of Economic Studies, too), we find that it would be frivolous assumption hypothesis that teachers for students in Medicine or in Arts would not been the best among practicing physicians or artists.

Considering these aspects, should be reconsidered regulatory framework on the status of teachers in business, and the right of business school to use contractors with valuable experience, but who do not have scientific degrees.

Conclusions

Following the findings on the information contained in essays performed by subjects investigated, and considering assumptions made at the beginning of the research, we conclude that:

- although social conditions crossed by the new generation are not at the level which they desired, the majority of young people have a positive attitude, proving proactive spirit and a better orientation in context;
- list and hierarchy of values that animate the younger generation show a continuation of good traditions and commitments on marked trails of positivism: respect for the family and school, sociable reports, and interest for work etc. .;
- although the sample size was more than half the series (37:68), only 14 subjects referred to the topic of business, of which only few have outlined specific business subjects; only one subject gave details of the business profile and the amount allocated.
- expectations of the institution, faculty and families of students who are learning to do business are weak confirmed by the views of students who are preparing for business;
- it is confirmed the expectation that the interest of business to be more evident in the male environment;
- expectation that those who are interested in business are those with higher professional result is not confirmed; contrary assertion is evident - contenders for initiating business are those with modest professional results;
- not confirmed the expectation that individuals with good prompt to be animated by the idea of a business; instead, surprisingly, there are desire for business at those subjects with a low and very low level of celerity.

These realities, less satisfactory for pro-business spirit, should give food for thought. This study, conducted in rigorous economic conditions, to be considered only as an exercise objective analysis for our quiet.

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