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THE SIMULATED ENTERPRISE AN ESSENTIAL FACTOR IN PROFESSIONAL TRAINING FOR SUSTAINABLE DEVELOPMENT

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Summary

Practice Enterprise is a simulated model, which serves as the perfect solution for the current demand for new ways of teaching and learning. The new work place requirements were and are still incompatible with the training in which the student is „passive recipient”. In a business simulation students are required to actively participate in company activities and be responsible by playing a central role in all aspects of company management: accounting and the preparation of a statement, organizational, administrative and fiscal charges, domestic and international trade management, financing, investment banking relationships, the application of ICT, so on.

Key words: management, knowledge economy, human capital, employment, human resources, information technology, organizational culture

INTRODUCTION

Knowledge representing the essential force of development and growth in an active process of globalization cause radical changes in individual organizational level. Knowledge-based organizations experience changes related to the structure and dynamics, which take into account the weight given to intangible assets, forming a new mentality and organizational culture.

The existence of a culture for continuous learning for creative development, acquisition of information, skills and capabilities that can generate value in a market where competition is based on intellectual capacity, which is undoable most important characteristic of excellent companies.

Intellectual capital is an accumulating factor of production which creates and facilitates the exchange of new knowledge among the organization members.

The ability of individuals to produce knowledge and innovation places human being in a determinant position of successes in keeping the organization competitive advantage.

MATERIAL AND METHODS

Electronic market (virtual) facilitated the appearance of virtual products and virtual digital services interacted by sellers, buyers or intermediaries, which radically changed the traditional business environment with a hyperactive one in view of globalization size business and technological evolution without before.

Such a web made marketing create the possibility of online identity, probing market and competition with the Internet, online promotion, e-commerce development, establishment of community business(eBay, stock catalog, directories of companies, E-community, links), so that both producers and retailers can use advanced marketing techniques.

Virtual market demand is how to turn the changes it generates(development, integration) at the organization level production and distribution and chain, resulting in the synchronization process, dematerialization and deliberating information, horizontal and vertical integration of firms, growth of world trade software, expanding distribution channels and stimulation of intelligent agents.

The flexible organization requests its employees behave accordingly an effective informational system able to mobilize human resource around dynamic targets.

They are new occupations and occupations disappear; there is the possibility of changing those who may still be working.

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Knowledge economy induces outsourcing trends and information outsourcing of information services involving the design, operation and maintenance of information systems, development of computer applications, management, relationship information, computer service so. That is avoiding those activities that would develop slowly and can not be increased rapidly.

Outsourcing activity predominantly informational nature of the employees who work outside the company sometimes from great distances, is a widespread phenomenon at the moment due to reduced costs and efficient activity.

One of the most spectacular developments in the knowledge economy and the information society is the emergence of virtual enterprise germs.

It is considered that the company or organization can be described as a virtual network or individuals, which can operate in an amalgam approach as a very flexible organizational way (C. Barnatt, 1996).

Regarding the virtual organization we can highlight two aspects:

- at managerial level it incorporates many elements of computer information and performing information particularly as hardware and software.
- it is in fact a transitional form towards knowledge-based company, which is the basic component of the new type of economy to which is currently evolving.

There is evidence that traditional learning models do not work anymore. Today's students must be involved in meaningful and challenging tasks in real life.

The goal of this methodological aspect is essential for the acquisition of transversal competences in future job placement and growth of each student's motivational base while respecting their individual characteristics peculiarities.

The first Junior Achievement student undertaking started in New York in 1934, migrating to Europe in 1960. The official statement of the organization is to inspire and prepare young people to succeed in a global economy.

Table 1 Evolution, JA Worldwide, the global regions in the period 2010-2011

	Students		Volunteers		Classes		Contact Hours Worldwide
ZONA/ANII	2009- 2010	2010- 2011	2009- 2010	2010- 2011	2009- 2010	2010- 2011	2010 -2011
SUA	3913482	4036865	167714	177796	173044	176490	79519430
Europa	3117936	3117978	150491	137220	122441	130723	30991410
Asia/Pacific	1309939	1751391	18183	20211	59483	46813	30355389
America	1152889	1230442	39130	45701	40180	41283	11085938
MENA	196227	232671	4506	5246	5093	6081	1683580
Africa	175670	208913	2613	2897	3608	5142	3339306
Total	9866143	10578260	382637	389071	403849	406532	156975053

Source: Processing by JA Worldwide Fiscal Year 2010-2011 Annual Fact Book compiled

By involving business in education it is developed the socio-economic dynamics. Nationally or regionally depending on the particular system of education and training, there is a wide range of programs that stimulate entrepreneurship and training in accordance with new economic and social trends from primary education up to university education and the training for adults.

The concept of simulated enterprise at different levels of education in programs implemented by a number of suppliers, from the necessity of a framework as close to the real and entrepreneurship.

This form of professional development has grown greatly in the world, wearing different forms depending on the particular political, social, economic and cultural needs of each country.

Food industry is a complex field that provides a framework with features related to both climatic factors, political and social, given the education level of the work force, but also may be

influenced by people with well defined entrepreneurial culture, a strong personality, desire and courage to believe they can achieve great things.

In the period 2007-2011 the simulated enterprise internal network of the Faculty of Management, Economic Engineering in Agriculture and Rural Development worked over 76 companies.

This was a modern method of approach to business and direct confrontation with dynamic virtual markets.

Table 2 Statistics simulated enterprises from 2007 to 2011

ACADEMIC YEAR	ENGINEERING ECONOMIC		AGROTURISM		TOTAL COMPANY SIMULATED
	STUDENTS	FIRMS	STUDENTS	FIRMS	
2007-2008	7		18	1	1
2008-2009	120	8	266	17	25
2009-2010	182	12	240	16	28
2010-2011	100	6	248	16	22
Total	409	26	772	50	76

Considering that simulate the enterprise activity includes:

- Individualization of learning process (each student rotates in different departments deploying workloads predefined activities each job, the residence time related to the objectives)
- Develop skills of professional conduct, simulated inside the company and externally with other companies
- Acquiring, managing and experimenting a role while participating in a process of transfer of technical knowledge with real operational complex situations
- Increase basic motivation through greater participation in learning, cooperative climate, the perception of the results of employment, visualization objectives and goals, understanding the importance of consistency between objectives and methods adopted

Ownership of decision-making for solving real problems occur via a customer, supplier or delayed mail.

Rural informatization and information systems requires default connection paradigm shift, adopting solutions, digital literacy and skills training, radical change of all economic activities and the social environment, the impact on critical gaps related to cost, quality, organization and sustainability.

Appear in leading this transformation and promotes:

- Remote teleworking
- Develop a systemic thinking like virtual enterprise composed of organizations able to conduct this type of activity
- Create and foster virtual forums
- Develop database access to information and services
- Changing sale and distribution strategies:
 - E-commerce
 - Development of Distribution network and markets
 - Operation Just-In Time

Managing a simulated company in food industry can act accordingly, synchronized and effectively through communication with remote information, so that all parties involved in the quality, quantity and availability of service to produce a performance in comparison with individual actions.

Communication and relevant and necessary information exchange must take into account the need for compatibility of IT technology, hardware and software virtual trading partners within the organization.

Solution of efficient supply chain processes is its ability to accelerate the integration of these technologies for communication, collaboration and control between the parties.

In fact we can discuss on some opportunities that simulation can occur both at operational, tactical, strategic level and real –time operation for increased market demand.

Students identify the centers of decision, focus on aspects of management decision systems and can build models to turn on a virtual market given the global business opportunity. Thus production is correlated by market requirements, coordinates and manages resources establishing the program of delivery strategies while additional measures are necessary if a market demand is to be honored in a short time.

Among students, the promotion of mechanisms to develop skills and competencies, collaborative team working skills of communication and self -assessment will result in superior vision on organizational and business management in general .

More closely linking education to economic problems by involving real talent for the development of innovative programs in multidisciplinary teams to develop the enterprise culture, anticipating the development of risk factors lead to understanding the complexity of interrelated processes and infrastructure in international context.

RESULTS AND DISCUSSIONS

The objectives of the course on business simulation in a company are :social skills, typically working environments, reducing the differences in labor market entry and improve behavioral skills, understanding employee attitudes and role so that application of acquired knowledge to generate new values ,used in later stages of their careers.

The students' debates to put into practice a business idea developed in an organizational environment started by identifying strengths (market demand, competition reduced field, the original business, small initial investment, so on) and weaknesses (low experience in the field, inadequate equipments, supply of products on the market, so on).

The form of organization, means of work, work procedures and exemplary manner with other firms simulated the characteristics of actual companies and products except money and products which are virtual elements.

In the case of simulated firms there are many aspects of marketing aimed at the activity of selling products with other companies using the same procedures as network real companies or simulated production activities where the manufacturing preparation and production tracking program are simulated.

Participants in the program will know the functioning of various departments such as human resources, production, trade, finance –accounting, so on.

Implementing the concept of simulated enterprise within the Faculty of Management, Economic Engineering in Agriculture and Rural Development was made in autumn 2007 when it was registered and integrated in the international network.

Thus from the beginning until now have been involved in this program approximately 1,200 students, some of them set their own business as a result of accumulated skills and experience.

CONCLUSIONS

Rethinking the education system as projective and reactive system, with effective participation of students in line with global trends has results of the main learning problems and learn to participate in their resolution ,and a close relationship with real economic and social life.

The Simulated Enterprise offers a framework for both self-awareness, personal development, integration, communication, but also by developing a model leads to reflections generating ideas that can be solutions for program participants and society as a whole.

It can be concluded that universities should be involved in making knowledge- based economy and society based on all of four dimensions which aim at:

- producing knowledge through research;
- transmission of knowledge through education and training;
- dissemination of knowledge through information and communication technologies;
- the use of knowledge in technological innovation

In this respect universities hold the key to knowledge- based economy and society that lies at the intersection of education research and innovation(C.Barnatt,1996).

In these circumstances institutional strategies must know changes to reflect new goals of higher education.

Adapting curricula to the skills required for higher economic trends is an outstanding need for the establishment of „ the Entrepreneurship University ”.

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