

The TASE Project

Starting from October 2009, Titu [Maiorescu University of Bucharest](#) in partnership with [University Politehnica of Bucharest](#) and [Institute of Entrepreneurship](#) from University of Applied Sciences in Frankfurt am Main is implementing a project for promoting entrepreneurial culture among students: ***“Young Entrepreneurs in the European Area. Promoting Entrepreneurial Culture and Developing Entrepreneurial Competencies For Students In the Private and Public Universities from Bucharest, within International Partnership”***.

The project has duration of 18 months and is co-financed by the European Social Fund through The Sectoral Operational Programme for Human Resources Development 2007-2013 “Investing in people!” Priority Axis 3 Increasing adaptability of workers and enterprises, Key Area of Intervention 3.1. “Promoting entrepreneurial culture”.

The project - selected through competition by The Sectoral Operational Programme for Human Resources Development (SOP-HRD) 2007-2013 co-financed by The European Social Fund- - is addressed to students who are willing and have the potential to start a business on their own. At the beginning a team of Romanian trainers will be trained by a group of German experts in entrepreneurial competencies development. Afterwards, 108 students willing to start a business on their own will benefit from training and coaching sessions – one session delivered by the German trainers and two sessions delivered by the Romanian trainers.

For promoting a positive attitude towards the entrepreneurial culture and to assure the continuation of the activities, a Center of Entrepreneurial Resources will be opened at Titu Maiorescu University of Bucharest location. In this center, the students interested in starting a business on their own can study relevant literature, publications and online resources, can benefit from coaching and can subscribe to the trainings for entrepreneurial competencies development.

The training and the coaching sessions will benefit from European expertise, as one of the objectives of the project is good-practices and know-how transfer from the experts of the Institute of Entrepreneurship from University of Applied Sciences.

Therefore, in order to achieve the project’s objectives and implement the activities, the educational programs initiated by the universities through this project will meet the students’ need that have manifested their willingness to start their own business, facilitating the transfer from school to professional life.

What is SOP HRD?

The Member States and European Union regions have access to the European Social Fund within a seven year programming period.

In order to benefit from ESF assistance, the Member States elaborate operational programmes which are implemented by socio-economic actors, such as education institutions, training providers, SMEs, chambers of commerce and industry, social

partners, NGOs, public institutions, local authorities s.o.

The general objective of SOP HRD is the development of human capital and increasing competitiveness, by linking education and lifelong learning with the labour market and ensuring increased opportunities for future participation on a modern, flexible and inclusive labour market for 1,650,000 people.

The specific objectives of SOP HRD are the following:

- Promoting good quality initial and continuous education and training, including higher education and research;
- Promoting entrepreneurial culture and improving quality and productivity at work;
- Facilitating the young people and long term unemployed insertion on the labour market;
- Developing a modern, flexible, inclusive labour market;
- Promoting (re)insertion on the labour market of inactive people, including in rural areas;
- Improving public employment services;
- Facilitating access to education and to the labour market for the vulnerable groups.

What does SOPHRD comprise?

Six fields of activity are financed through SOP HRD, also known as “Priority Axes”. Each of these priority axes is split in several sub-domains, also known as “Key Areas of Intervention”.

Priority Axis 3 Increasing adaptability of workers and enterprises

Priority Axis 3 aims at promoting entrepreneurial culture as an important factor for increasing economic competitiveness through training actions in order to provide the basic management knowledge for the people willing to start a business, improving managerial skills for small and medium enterprises, qualification and assistance for the employers working in sectors affected by economic restructurings. Also, the SOPHRD will finance actions aiming at increasing adaptability of enterprises, in particular of SMEs, but also the adaptability of workers, regarding the changes appeared as a result of the modern technologies and new organisational solutions on a large scale. The development of partnerships will be sustained and initiatives for the social partners and civil society will be encouraged.

Cooperation Partners

TITU MAIORESCU UNIVERSITY OF BUCHAREST (UTM)

Founded in 1990, September 20th, Titu Maiorescu University of Bucharest is a private higher education institution, part of the National Education System according to Law 239/April 23rd 2002. The university autonomy is the institutional frame in which Titu Maiorescu University exerts its academic liberties, based on self-leadership, according to the Romanian Education Law and the University Charter.

Teaching and research are equally recognized as main activities. Titu Maiorescu University is an educational community where both teaching staff and students try to develop knowledge in accordance with present changes and diversification of the academic mission. From its beginning, Titu Maiorescu University has tried to respond to the existing unbalances between offer and demand in Romania by a high student preparation oriented to the best working positions. After 20-years of functioning, the university has over 15000 graduates and 14600 enrolled students in this academic year.

Although relatively new, Titu Maiorescu University and its teaching staff have a national prestige. The academic programmes offer to students a large possibility of choices. There is a liberal education system focused on specialized and applied fields. ECTS and new curricula have been introduced to promote more flexible structures encouraging students to personalize their study programmes.

Research in Titu Maiorescu University has revived since 2000 meaning a number of 40 grants won at national level.

Titu Maiorescu University has had a special evolution in the past years, diversifying its offer by:

- increasing the number of faculties, 7 faculties and 13 study programmes
- implementation of distance education in Law, Psychology, Economics and Computer Science;
- increasing the number of postgraduate courses such as Master's degree (advanced studies) in Law, Economics, Psychology and Doctoral degree in Dental Medicine and Law.
- establishing the Psychological and Career Counseling Center for improving the employability of students
- implementation of the Department for Teachers Training
- establishing the Titu Maiorescu Foundation for Education and Science that has as objectives the organization of scientific meetings, debates on social, medical, legal, economic, among young people, scholarships and awards to stimulate professional activity in areas of interest of the foundation, supporting the process of training for young teachers and students, masters and doctoral students,

supporting young people with disabilities to continue and graduate with a view to their social integration.

- modernizing the library founded in 1991 with over 40 000 volumes covering the mandatory and optional bibliography of all the courses taught in University.
- upgrading the publishing house of Titu Maiorescu University which is focused on academic book publishing - books and university courses and practical seminar.

Since 2005 Titu Maiorescu University has been an associate member of European University Association (EUA), member of European Association of Erasmus Coordinators (EAEC), and since October 2009 has made application to become member of International Association Universities (IAU).

At national level the University has cooperation relationships with the following associations:

- National Council for Scientific Research in Higher Education (CNCSIS).
- The Romanian Agency for Quality Assurance in Higher Education (ARACIS), full member of ENQA in June 2009 and entered into EQAR in September 2009.
- National Council of Rectors (CNR) (full member).
- Academy of Sciences in Romania (team member).

At Faculties level:

Faculty of Psychology:

- College of Psychologists of Romania
- National Board of Certified Counselors (NBCC) International

Faculty of Law:

- National Institute of Magistracy

Faculty of Medicine and Dental Medicine:

- Romanian Society of Stomatology
- Foundation for Advancement of International Medical Education and Research (FAIMER)
- World Health Organization (WHO)

Accreditation Process:

- Accredited by law no. 239/2002 establishing the University Titu Maiorescu.
- The University was evaluated by the Romanian Agency for Quality Assurance in Higher Education (ARACIS) in 2009 and attend a confidence rating.

Titu Maiorescu University is also the only private university in Romania, which was invited to take part in the Matra Programme, regarding the development of a national strategy in the field of quality assurance in higher education in Romania. The project is financed by the Dutch Government and it is part of the EU integration programme. Regarding International Relations the long-term strategy of Titu Maiorescu University emphasizes its international and European commitment: UTM provides high quality education, preparing students for the global labor market and for strong future careers. UTM has developed cooperation relationships in teaching and scientific research with European universities from France, Spain, Denmark, Norway, Turkey, Latvia and United

Kingdom, as well as higher education institutions from the United States of America and Canada. Moreover, Titu Maiorescu University is involved in bilateral agreements with higher education institutions around the world, as well as in educational programmes financed by the European Commission (the LLP Program with its component Erasmus). UTM wishes to increase and diversify its participation in international cooperation, thus supporting student and teacher mobility. Currently we have over 170 foreign students from the European Union, Canada, Saudi Arabia, Turkey, Moldavia, USA, Iran, Iraq, and Ukraine.

UNIVERSITY POLITEHNICA OF BUCHAREST

University Politehnica was founded in 1818, its tradition of 191 years regarding technical university education recommending it as well as the fact that it actually is the largest technical university in Romania, recognized for its academic value both nationally and internationally. The University provides, through its 13 faculties, 4 departments, 38 research centers and over 1600 teaching staff, specialty training for about 24.000 students, studying for license, master studies or doctorate

The University of Politehnica runs vast projects and research contracts (Socrates/Erasmus/Leonardo da Vinci/CNCSIS/CEEX etc.), having representants in all main educational research programs, both public and private, adequately using specific financial resources from the European Union in order to sustain development and continual functioning. Also, the university is a member of European University Association. The University Politehnica of Bucharest can provide all necessary conditions in order to adequately run research projects, regarding both financial management and human resources. Also, the University possesses a research strategy that creates proper conditions for the implementation of research projects. From this point of view, institutional dimensions mentioned show the great potential of our University to apply new, innovating ideas, new approaches regarding problems of key-components of knowledge-based society, reflecting an active and stimulating educational environment.

In this project, ***“Young Entrepreneurs in the European Area. Promoting Entrepreneurial Culture and Developing Entrepreneurial Competencies For Students In the Private and Public Universities from Bucharest, within International Partnership”***, the University Politehnica of Bucharest as partner - together with Titu Maiorescu University of Bucharest, as coordinator and in partnership with the Institute of Entrepreneurship from University of Applied Sciences in Frankfurt -, is represented by **The Career Guidance and Counseling Center** of the university.

The Career Guidance and Counseling Center of University “Politehnica” of Bucharest provides specialized counseling services to students and graduates, initiating career guidance programs in institution of higher education focused on a decision/making approach, and work-experience models. The mission statement of the Counseling Center is to provide consultancy and counseling services to the university’s candidates, students and graduates in order to help them to choose the appropriate educational



stream according to the individual psychological profile, interests, abilities, and labor market's requirements.