



Enterprise simulation

Carmen-Constanța Cheaburu and Rodica Muteanu, teachers of the economic school "Dimitrie Cantemir" in Romanian Suceava, have prepared a model of increasing the level of personal competences called "Enterprise Simulation". The method is aimed at shaping the competences needed in the economy, from the lowest level to managerial positions.

Reflecting real principles

Students involved in the project assume the roles of managers and employees and become responsible for their tasks. All processes and transactions in the simulation reflect real enterprises. The same applies to the structure, which includes departments such as HR, marketing, accounting, logistics and administration. Students of the economic school had to act in accordance with national regulations during classes. The method combines the virtual aspect (there is no money or products) and the real aspect (it uses, among others, actual regulations on trade or document circulation).

"Multi-generation" of virtual companies

An important issue in the model is long-termism - in the simulated enterprises, students of the 11th and 12th grades work for companies that are taken over by subsequent generations after two years. Most often they choose wholesale trade and services. Companies are registered with the ROCT (Romanian Branch of Fictitious Companies) and transactions are made through the ROCT virtual bank where students open accounts.

Gathering experience before entering the labour market

As Cheaburu and Muteanu emphasise, one of the main elements of the learning process is the simulation of failures and successes. Although they do not translate into reality, they give room for improving communication skills, teamwork or quick decision-making. They also allow you to learn the flexibility necessary on the modern labour market. In addition, the experiences are an opportunity to assess in which positions the student feels best and help to determine further professional steps. Participation in the simulated company is also important from the perspective of employers.

During the first implementation of the simulated enterprise method, the students founded the company SvECO Events. The name referred to the company's headquarters (Suceava) and the prefix eco-signalling the social, economic and environmental dimensions of the activity.

Key qualifications that students gain during the project:

- Development of team player skills by collaborating with other students in different departments
- Experiencing and learning about conflict resolution processes
- Learning to use your creativity (e.g. in marketing, developing a marketing plan for the company's products).
- Developing and improving time management skills
- Improving their assertiveness
- Improving the ability to cope under time pressure
- Learning to perform tasks, prioritising individual tasks
- Training and developing a sense of responsibility through appropriate behaviour
- Demonstrating tolerance and respect in dealings with management, colleagues, customers, suppliers and authorities
- Developing intercultural competences through contacts with people and companies from other cultures



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- Improving their organisational skills
 - Increasing their communication skills
 - Training students in customer orientation
 - Development of students' self-awareness