

**PERCEPTION ON THE TRAINING IN ENTREPRENEURSHIP
COURSES IN ARGEȘ COUNTY**

**PERCEPȚIA ASUPRA FORMĂRII ÎN CURSURILE DE
ANTREPRENORIAL ÎN JUDEȚUL ARGEȘ**

ANAMARIA VÂTCĂ¹, S. VÂTCĂ¹

*¹University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca,
Romania; anamaria.vatca@usamvcluj.ro*

***Abstract.** To highlight the interest shown by business environment today and in the future was analyzed previous participation and the willingness to participate in future at courses in accumulation on specific areas of knowledge in economic field.*

***Key words:** business environment, entrepreneurs, membership category*

INTRODUCTION

Requirements for each entrepreneur are essentially the same, but the realities they face differ according to variables that are running that business.

As a consequence, an entrepreneur are requested to meet specific requirements prediction activities including a series of principles: developing objectives, strategies and action plans, production and supply of goods / services required by consumers, development of attractive benefits for potential investors, and offering out an attractive scheme of material incentives and moral human resource used. To be creative means to limit yourself, to think new things, to do new things, to express your entrepreneurial spirit in practice, must be innovative.

MATERIAL AND METHOD

The study was conducted in Arges County, in 6 urban population below 50,000 inhabitants (Curtea de Arges, Topoloveni, Câmpulung, Costesti Mioveni and Ștefănești). The work instrument used was the survey,

the fundamental method of investigating the phenomena of socio-economic research, method can be used both in quantitative and qualitative research (Pop, 2004).

RESULTS AND DISCUSSION

Were applied 439 questionnaires in the six localities studied from Arges County, seeking to interest for the business environment as shown so far and in the future, and also the reasons which have determined on respondents to not participate / attend on courses in specific areas of knowledge accumulation in economic information.

In that concerning previous participation in economics courses, was analyzed participation in specific courses accumulation of knowledge and information on preparing a business plan and marketing plan, analyzing financial performance of firms, analysis of investment project companies, negotiation, communication and course management, board management.

The highest positive response rates were recorded in regards marketing plan and business plans that are about 20% of those who participated in courses, followed by similar proportions of 15% communication management and board management. This indicates that trainees interest goes primarily into courses with immediate applicability, but which in their vision, requires less technical knowledge luggage prior participation such courses targeting aspects of financial analysis and business planning are more less attractive, although their usefulness is undeniable.

Table 1

Participation in courses of respondents

Region	Attended courses	Respondants number			Respondants %		
		YES	NO	NR	YES	NO	NR
Argeş County	Business plan	30	132	4	18,10	79,50	2,40
	Marketing plan	35	127	4	21,10	76,50	2,40
	Financial analyses of an SME	9	153	4	5,40	92,20	2,40
	Investments analyses of an SME	6	156	4	3,60	94,00	2,40
	Negotiation art	22	139	5	13,30	83,70	3,00
	Communication management	26	136	4	15,70	81,90	2,40

Note: NR = Non-response

In the light of the successful organization of courses that easily to excite the interest of the target group, have been followed the reasons that led the respondents do not attend these courses. A third considers too expensive, about 20% see them as too long, and about 15% have refused because they were held too far. Correlated with the fact that only 42% considered the courses helpful in the future, it can be concluded that the duration, distance and cost are limiting factors to attending courses.

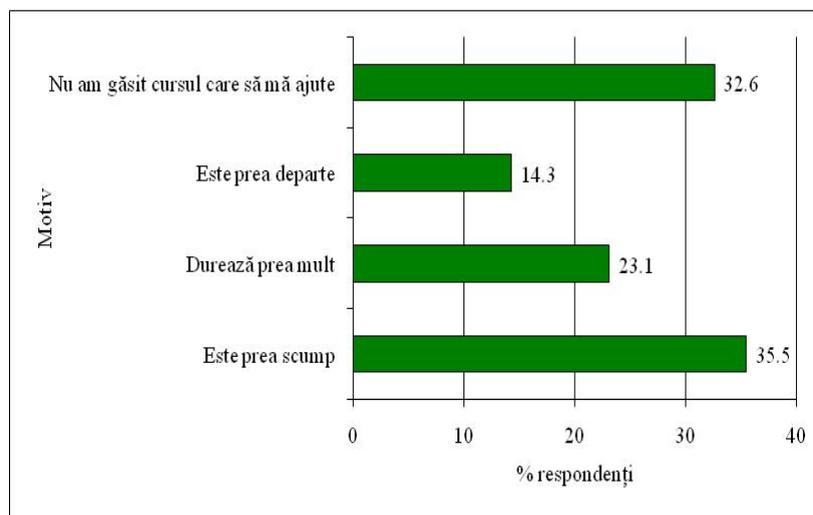


Figure 1 The main reasons for respondents not taking courses

Regarding the intention to participate in the future to other courses in the field of entrepreneurship the situation is optimistic, but differ from one course to another, depending on the understanding, applicability and usefulness of each respondent individually confer on it.

The share which amounts to almost 50% can be mentioned in the classification in areas related to business plans, which, together with the rate of approximately 35% of the marketing plan, communication management and negotiation, indicates that towards domains goes major interest of trainees, while, although taken into consideration more than a quarter of respondents courses with highly technical character, are less attractive.

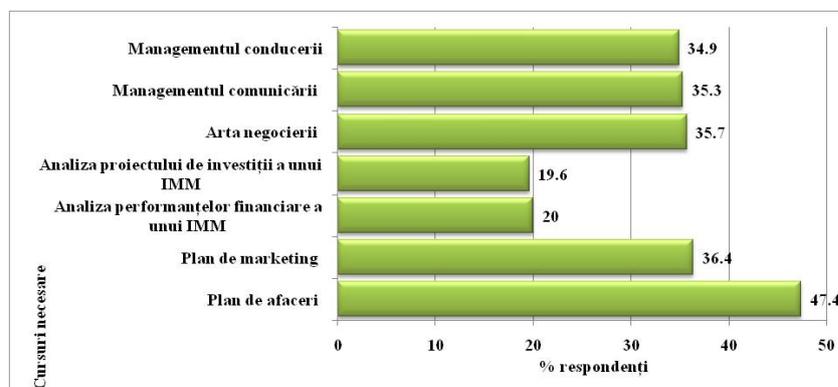


Figure 2 Courses required of respondents at general level

Along with courses entrepreneurial character, desire to participate in other courses is diverse, starting from agriculture, food, industry, architecture, nursing, foreign languages, research, education, juridical, IT and more, but in a less proportions, but are a positive indicator that in the population mass there are people who realize the importance of qualification and specialization, despite apathy mentioned above.

CONCLUSIONS

Lack of funds, knowledge and risk avoidance are other major causes of lack of involvement in entrepreneurship. To impulse business environment is needed an educational strategy in which potential investors should be explained clearly that all these issues can be overcome through information and education.

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