

## **Learning through “Simulated Enterprise”**

CHEABURU Carmen – Constanța  
Economic College “Dimitrie Cantemir” Suceava, Romania  
carmen\_cheaburu@yahoo.com

MUNTEANU Rodica  
Economic College “Dimitrie Cantemir” Suceava, Romania  
rodica\_munteanu2002@yahoo.com

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### **Abstract**

*The didactic concept that is at the foundation of this method is learning through practice. It is a simulation of the activity from inside a real company. Pupils have a strong motivation to work with such a teaching model because they can put into practice the theoretical knowledge and they can gain new professional skills.*

**Keywords:** *simulated enterprise, ROCT, learning through practice*

### **1. Introduction**

The “**Simulated enterprise**” represents a model of a real company, being a method of practical approach for content integration. Also, this method is designed to form personal aptitudes and competences necessary in the economic field, from low-level positions to top-lever management positions.

Inside a “simulated enterprise” the pupils can occupy different positions, either as a manager or as an employee, in this way being responsible for their tasks and form their entrepreneurship skills. At the same time, in a “simulated enterprise” all processes and transactions are based on real company activities, the company being structured in classic departments: human resources, administrative office, marketing, logistics, accounting etc.

The entire activity of the “simulated enterprise” takes place according to the national law that all real companies respect.

The method “simulated enterprise” has two main characteristics:

- **Virtual:** there are no money and no goods.
- **Realistic:** it uses national commercial laws, information flux and documents circuit.

### **2. The constitution of a “simulated enterprise”**

The constitution of a “simulated enterprise” is based on ROCT (Romanian Branch of Fictive Companies) demands. The documentation required to start a “simulated enterprise” is slightly simplified from the one used in reality because of the necessity to ease the correspondence between the companies and ROCT. Yet, the documentation is mainly according to the O.U.G. 76/2001 with following changes and during classes their real form is presented.

A constituted and authorized “simulated enterprise” is not closed after one or two school years (when pupils are in the XI or XII grade), but is taken by the next generation. Usually, the main authorized companies are the ones that have as main activity wholesale commerce or services. “Simulated enterprise” based on banks model, production or retail companies are not approved.

The documentation is elaborated in two copies: one is sent by post office at ROCT, and the other one is kept at the fictive company. After the registration and authorization of the company a registration certificate and its annexes are issued.

All payment/ return operations between different fictive companies made through the ROCT – VIRTUAL BANK. For the success of these operations all fictive companies from Romania have to open a domestic and a foreign account at the ROCT - Virtual Bank. This procedure is valid only for the cash-flow operations, the supply/sale operations being executed directly between the companies. One of the main key components of the learning process is the simulation of failure and successful situations. Wrong decisions, that in real life could jeopardize the company itself, in a “simulated enterprise” it cannot have a negative impact because of the virtual character of all situations and operations.

The accumulation of certain abilities, skills and professional habits is possible through simulations of different situations that happen inside a real company. It is necessary that this simulation is multiple as structure and consistency. Different key-competences (e.g. team work, interdisciplinary use of knowledge, communication skills, ability to take decisions) enable the pupils to obtain professional abilities and certain flexibility that are necessary on the labor market nowadays. At the same time, the pupil can discover through different positions held inside a “simulated enterprise” a certain domain for future professional development. In this way, the skills obtained practicing this learning method inside an education establishment can help a young employee to reduce his period of accommodation at his new work place being already familiar with certain activities from inside a company, this thing being also benefice for the employer.

The power of a “simulated enterprise” is determined by the transactions that are made inside the national and international market of “simulated enterprise” and also by the communication with the external environment of the “simulated enterprise”: cooperation with mother-company/mentor company, other economic agents, state institutions etc.

Inside a “simulated enterprise” a real synergy of interdisciplinary contents is made: economics, accounting, commercial correspondence, foreign languages, informatics, law and legislation, marketing, management etc.

The didactic concept that is at the base of this method is **learning through practice**. It is a simulation of the activity from inside a real company. The motivation is really strong for the pupils to work inside this kind of a enterprise because they can put into practice the theoretical knowledge and they can adopt new professional skills.

### **3. An example of a “simulated enterprise”**

Next, we have an example of a “simulated enterprise” set up by our pupils at the Economic College “Dimitrie Cantemir” Suceava:

#### **A. Company description**

1. Company’s name: F.E. “SVECO EVENTS” S.R.L.

The name of the simulated company it is not only a simple denomination of the company but it also shows that the company was founded of the concept and objective of sustainable development, for creating a better way of life for us and future generations. The name "SVECO" is a compound word: "SV" is the abbreviation for the county where the company has its headquarters, and "ECO" implies the integration of social, economic and environment dimensions of the company.

2. Company's coordinates:

Headquarter – 17A Lecca Morariu Street, Economic College "Dimitrie Cantemir" Suceava

Motto – "The success of an event is not based on luck; it is more connected to the way it is organized. It is not a thing that you should wait for, but a thing that should be achieved; and the company <SvEco Events> knows this thing!"

-Logo -



-Slogan-

"Gandeste verde , ocroteste natura !"

Website - [www.svecoevents.com](http://www.svecoevents.com)

The web page was created regarding the principles of easy usage and of nicely design that attract the mind. Every element was well thought and nothing was left to be settled by chance. They arranged the content, the links and the banners in such a manner that every visitor, every potential client, could find very easily what he is looking for.

SvEco Events company knows how important the internet is for the success of the business and this is why they invested a lot of time, effort and money for the creation of a exquisite web site, full of different useful functions.

The logo of the company is situated in the center of the header, which gives it a lot of visibility, a very important aspect for the name and notoriety of the company. Under the logo, there is an address to the web site. Regarding the content of the web site, there are several categories of information very useful for the presentation of the company and for the awareness of the clients. There is a section called "About us" where clients or future clients can find a short description of the company and its activities. Then, in the "Contact" section, the visitors of the web site can find all contact details for the company and also a form that can be used to send different messages to company's representatives. In the right part of the screen there is a searching toolbar, very useful for

those who want to find something in particular. Also, on the main page there is a section for the most important articles about the company, presenting different information and pictures. This section is very useful for the entire website because it creates a strong image of the company, being at the same time useful and less monotonous how other similar websites are. As it was mentioned before, the SvEco Events's website is full of different functions. One of the most important features is the RSS option that can inform every interested client about the news, promotions, offers and other useful information about any change in the company's activity. Because the promotion of different offers is very important, there is a banner situated in the sidebar created especially to ease the access to ongoing offers. The website content is divided in three big sections: offers, news and last minute promotions, organized in such manner to have full visibility.

3. Education establishment – Economic College “Dimitrie Cantemir” Suceava

4. Teacher coordinator – Cheaburu Carmen Constanta

5. Contact details – Sandu Alexandru, General Manager

Address: 10 Viitorului Street, C8 building, apartment 18, Suceava

Phone no: 0744987250

E-mail: sandu.alexandra@yahoo.com

6. CAEN code – 7487

7. Unique registration code – 2201612 / 12.11.2007

8. Business entity – F.E. SVECO EVENTS is a Limited company and it has the next characteristics:

- the shareholders liability is limited to shares;

- the activity control can be performed by the shareholders themselves, with the exception when a censor is needed (the number of the shareholders is more than 15);

- a shareholder can retire from the company according to the Constitutive Act and Law 31/1990 modified and republished;

- for the financing and development of the company, a limited body can invoke an external party for capital contribution, which is interested in this matter to become a shareholder; in this way, the company's capital will increase and the party will become a partner.

9. Main activity – SvEco Events has as main activity event planning: weddings, baptisms, anniversaries, surprise parties (private for a company or for a children birthday), balls, business meetings, receptions, dinner parties. The services provided by SvEco Events are:

- room decorations according to the type of party, client's request, different topics;

- guest conveyance;

- renting of means of transport (limousine, carriage);

- fire works;

- corporate events;

- new service: expositions and conferences planning on different topics of present interest, especially the promotions of bio goods.

#### **4.Launching a new service on the Romanian market**

The company "SvEco Events" will launch a new service on the Romanian market. It will consist in promoting the organic products provided by companies who wish to use our services, in addition to the task of organizing events.

Companies that are interested in promoting their products are informed that this service will be achieved through conferences and exhibitions. This service will be done at the office of "SvEco Events" in the auditorium of the Economic College "Dimitrie Cantemir".

Please note that the promotion will be achieved through various strategies: logo, business cards, fliers, slogan, posters, website, press articles, advertisements, media and others.

"SvEco Events" has proposed it self to organize conferences and exhibitions that take into account issues that are usually missing or are not completely respected in Romania. To this end, we want to improve the event process having in mind the organization of valuable and effective conferences and exhibitions. We will take into consideration the format; the implication of the participants (those that will form the audience and also the lecturers); the selection of the best participants and of the highest quality audience; the organization of entertainment activities, in addition to the daily conferences schedule; making exceptional promotional materials for the relevant audience.

We believe that our program to promote organic products and sustainable development, along side our special competence in event management, the talent and effort of the 17 employees can contribute to solving the larger social and environmental problems which the entire planet is facing today. This is how we take responsibility for the people and for the environment.

If you are interested in acquiring this new service please contact us at: Economic College "Dimitrie Cantemir" - Suceava, 17 A Lecca Morariu Street, tel: 0751253870, 0230/520462, Fax: 0230/520462, Email: [mail@svcoevents.com](mailto:mail@svcoevents.com)!



Firma SvecO Events vine în întâmpinarea cerințelor clienților noștri și propune pentru dumneavoastră o serie de servicii noi precum realizarea de conferințe și expoziții pe teme ecologice. Nu ratați ocazia de a vă promova produsele ecologice într-un mod educativ.

SvecO Events stă la baza deciziei tale!  
Pentru mai multe detalii și rezervări vă așteptăm pe site-ul nostru: [www.svecoevents.com](http://www.svecoevents.com), sau la numărul 0230/520.576

EE SvEco Events S.R.L  
Firma organizatoare de evenimente  
Suceava, str. Lecca Morariu, nr. 17 A  
Telefon: 0230/520.576  
Web site: [www.svecoevents.com](http://www.svecoevents.com)  
Prețurile Excelente  
Vine în întâmpinarea clienților noștri  
Cu un nou serviciu: conferințe și expoziții pe teme ecologice la prețuri incredibile!  
Tot ce trebuie să faceți este să luați legătura acum cu consultanții noștri!

**RADIO** **COMUNICATE DE PRESA**

An effective way to harness the activity of the simulated enterprises is by organizing a “Simulated Enterprises’ Fair”.

Preparing for the fair sets a new challenge for the simulated enterprises. Meeting business partners and direct communication with them is possible only through business fairs. Students can negotiate in real time, they can learn how to conduct business and they develop self-confidence.

## **5..Conclusions**

The experience of leading direct negotiations and the team spirit that is gained through out the process can be practiced successfully only in a “Simulated Enterprises’ Fair”. After the ending of the fair, the execution of the deliveries, the signing of contracts and settlement of invoices will also make students more experienced.

The role of the fair:

- Recognition of student work;
- A way to express creativity;
- Conducting direct transactions with other simulated enterprises;
- Promoting locally the concept of the “simulated enterprise”;
- The possibility of obtaining funding sources for activities of the enterprise;
- Involving parents and the local community within the work of the students.

Objectives:

- Motivation to achieve results;
- Empowering students;
- Creating a simulated business environment as close as possible to a real business environment;
- Skills training;
- Business language acquisition;
- Developing negotiation skills in business development.

The “Simulated Enterprise” - a complex method, with good results - is an attractive challenge for both the students and the economics teachers from the Economic College "Dimitrie Cantemir" in Suceava.

## **References**

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