SUMMARY

Session number	Duration (hours)	Session name
2	3	**Sustainable Enterprise Creation**

General objective
  - to introduce the concept of enterprise, to help students understand the role of the entrepreneur in the enterprise creation - to familiarize students with the concept of sustainable development, introducing the concept of sustainable enterprise - to introduce students into some of the environmental aspects, to make them understand the integrated component of overall development, the way in which the social, environmental and the economical domains blend - to prepare students to the challenges they will face in the creation of enterprise in this new century, to make them aware of the implications of sustainable development - to help students understand the way in which they can become "a new type of entrepreneur", and how they can bring change

Course organization *(mark with and X)*	
practical x	theoretical x
Course description / contents	

1. **The nature of the company**
   - Factors that determine the creation of new businesses

2. **The importance of the enterprise, its social role**
   - Technical innovation
   - Competition
   - The creation of new jobs

3. **Objectives of the enterprise, the triple bottom line: economic, social and environmental**
   - Integrated approaches
   - Environmental approaches: environment protection, proper use of resources
   - Economical development and health
   - Social development

4. **Short and long term perspective**
   - Setting goals
   - The keys to a long-term investment perspective

5. **The environment: changes and stakeholders**
   - Who are stakeholders?
   - Technology transfer
   - Education and public awareness
   - Creation of competition

6. **Sustainable enterprise for a sustainable development**
   - Sustainable development- characteristics of a sustainable community
   - Sustainable enterprise

7. **Profile type of entrepreneur**
   - Entrepreneurial characteristics
   - Romanian entrepreneur: strong points and limitations

8. **The enterprise creation**

9. **Examples of sustainable enterprise creation**

Bibliography

National bibliography

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"*Agenda Pentru Schimbare"*

"Capital", The Economist Publications, 2005

"Bilant", Nr. 4, ianuarie 2005,

"*Romania-Country Strategy Paper",* ed. Best Print Romania, 1999

<u>International bibliography</u>

Federation of Canadian Municipalities, *"Policy Development Book"*, 2001

International Institute for Sustainable Development, "*Sustaining Excellence"*, 2001

"Sustainable Calgary State of Our City Report", 2001

Dobie, Philip- *"Models for National Strategies- Approaches to Sustenability"*, Thames Printing, Inc., 2000

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Pride M. William, Hughes, J. Robert, Kapoor, R. Jack- *"Business"*, ed. Houhton Mifflin Company, Boston, 1991

"Emerging Europe Market Strategy Q2", Editorial, 14 February 2002

http://www.sustainability.com/issues/who-are-stakeholders.asp

http://www.ici.info/i4s/bro_i4s_perspective.html

Evaluation / qualification details

Students will be assessed by demonstrating their understanding of concept of sustainable enterprise development vital to the actual economical and business environment through a case study discussion and students feedback presentation and personal students conclusions.
There will be Practical Group discussions (for example students could be divided in three groups), one presentation per group.
The main components to be assessed will be:
- ➢ Quality of the understanding the sustainable development concept in terms of training – 5 points
- ➢ Originality – 2,5 points
- ➢ Level of feedback development – 2,5 points

Learning evaluation

The modules gives participants the opportunity to get acquainted both with the theoretical and practical inputs that are vital when considering starting up a business.
In order to evaluate the learning aspects one needs to answer the following questions:
- • Do students grasp the theoretical seminar ideas, examples and are they capable of transferring them into their own understanding of future business?
- • Do students answer questions raised to their attention and do they debate the concepts from their own perspective, (based on their personal experiences)?
- • Does students' feed-back certify the understanding of the subject?

Comments

The course, that has as a target group recently university graduates or students in their last year of studies, is designed for a very high level of understanding.
     The dissemination of the material via Internet makes it possible for a large number of young graduates to access the information and to exchange ideas among a large group of people and to build up a network. The practical input that the enterprises offer to the course concerns practical advises and accumulated experiences.
     The expertise of the teaching staff, University teachers and professional trainers with their combined expertise adds greater value to the written support.

Depending of the modality of training;

- ➢ Conference
- ➢ Success story
- ➢ Case study
- ➢ Visit a company
- ➢ Others (*please specify*)

 fulfill the correspondent table.

SEMINAR and STUDENT PRESENTATION

Session number	Duration (hours)	Session name
2	3	**Sustainable Enterprise Creation**

Description

This module is designed to introduce students to the concept of sustainability, vital to the actual economical and business environment. The sustainable concept has an impact on every business, regardless its geographical position or economical situation, from EU countries or non EU.

   Students are given theoretical inputs in order to understand the impact of sustainability upon the business, and besides these theoretical inputs they are given examples from real life in order to emphasize the subject.

   The content is brought to the attention of the students in the format of seminars structured as it follows:

- Theoretical part, 60 min.- the trainer presents the main concepts of sustainability
- Case studies, that are discussed and analysed among the team members
- Presentation and debate of the conclusions of the two case studies in front of the group
- Trainer's final conclusions generated upon the group's presentation in an electronic format.

Indicate which kind of seminars and presentation are adequate to deliver this activity

- International seminars in key cities across the country and at the headquarters of Forcrest, offering the possibility of access to a large number of people interested in the creation of new companies according to the UE standards
- Cooperative seminars organized by Forcrest training teams and delivered by the International offices

Appropriate types of presentation:
- oral presentation
- electronic presentation that can cover a large group of people

Activity evaluation

Trainers should closely follow the areas listed below:
- the content of the material should be structured according to the needs of the audience
- the presentation should be gradual, clear and correct
- the students should receive enough information in order to avoid generalization of concepts
- it should exist a fair balance between the theoretical and practical input in the written material and in the feedback provided to the students

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Comments

Course objectives and students expectations should be clarified in the beginning of the module and benchmarked at the end of the module.
  The IT support offered for the dissemination of the information should be agreed and discussed in advance and a common standard for the feedback should be established.
  The common standard and monitoring system should be agreed in the evaluation both by the trainers involved in the programme as well as by the program itself.

Other commentaries: (máx through a 5 lines)

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