

# erasmus



Designthinking: social entrepreneurship  
between European schools

2017-1-ES01-KA219-038420\_2

2017-2019

SSCNK Bucharest



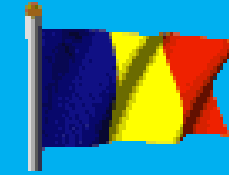
Commercial  
Higher  
School  
Nicolae  
Kretzulescu  
Bucharest

**" Designthinking: social  
entrepreneurship between European  
schools "**



Erasmus+





Authentic, Natural  
and Cultural are the  
words that best  
capture the essence  
of Romania,  
a dynamic country,  
rich in history, arts  
and scenic beauty.

This is OUR country Romania !





This is our city

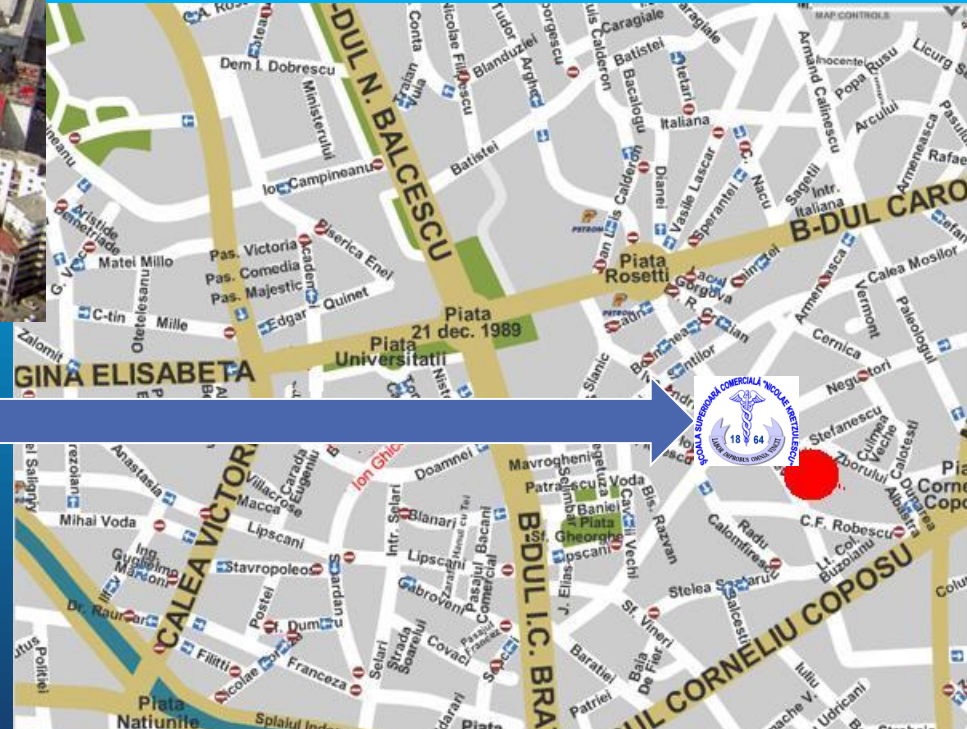
Bucharest



# SUPERIOR SCHOOL OF COMMERCE “NICOLAE KRETZULESCU”



BUCHAREST



WE ARE HERE





## This is our School

**The Superior Commercial School "Nicolae Kretzulescu"** was founded in the autumn of the year 1864, with the perseverance of Dr. Nicolae Kretzulescu, Minister of the Public Instruction.

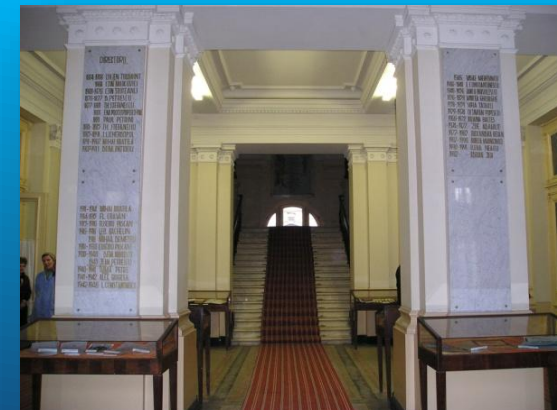
Until the establishment of the Academy of Economical Studies in April 1913, Commercial School was the highest step of the Romanian economical education. Throughout 153 years the school constituted important immobile assets.

# **SUPERIOR SCHOOL OF COMMERCE “NICOLAE KRETZULESCU”**

During its 153 years of existence, the Superior School of Commerce, Bucharest, has been a constant attraction for generation after generation of students. The fame of this institution is determined not only by its training areas but also for the students' future insertion on the labour market.



The school is well-known for its quality and efficiency in education. Every year, the students are rewarded for their efforts with diplomas and prizes.







# **SOCIAL ENTREPRENEURSHIP ACTIVITIES**

- **EXERCISE COMPANY**
- **JUNIOR ACHIEVEMENT**





# THE ENTREPRENEURSHIP SPIRIT

- It refers to a person's ability to put his ideas into practice
- Entrepreneurial programs and modules provide pupils with the tools to think creatively and to solve problems in an effective way
- It is a support for every person in the private and public life
- It increases their ability to take advantage of opportunities
- It provides a basis for social and commercial entrepreneurs

# DEVELOPING ENTREPRENEURIAL SKILLS

- An important objective of the vocational and technical education in Romania in the context of the implementation of the Lisbon strategy and of the EU 2020 strategy.
- Entrepreneurship is included in national programs in most European countries
- It involves:

- innovation,
- creativity,
- taking risks,
- the ability of planning and managing projects to achieve goals.





# EXERCISE COMPANY

- A modern, innovative method for the teaching-learning process
- An effective way to develop entrepreneurial thinking and attitudes



# EXERCISE COMPANY

**Students :**

- **Can practise:**

- business negotiation strategies
- designing marketing studies
- analysis of the competitive environment

- **Can identify :**

- efficient means of financing
- effective means of efficient planning of activities





# IMPLEMENTATION OF THE "EXERCISE COMPANY" CONCEPT IN ROMANIA



- implemented in Romania in 2001-2004 through the ECONET project within the Southeast European Stability Pact in cooperation with the Austrian Ministry of Education and KulturKontakt Austria
- Our school has been involved in the entrepreneurial activities of this method from the beginning

# THE OBJECTIVES OF APPLYING THE COMPANY EXERCISE METHOD:



- To familiarize pupils with the market economy system, with the mechanisms associated with the economic processes carried out in the free competition of the entrepreneurs;
- To form entrepreneurial skills in order to act effectively in the market economy and for developing your own career;
- To improve the offer of training of vocational and technical education units with services profile.





# EXTRA-CURRICULAR DIMENSION OF EC PARTICIPATIONS AT INTERNAL AND INTERNATIONAL FAIRS

Fairs offer optimum conditions for:

- the application of entrepreneurial skills;
- manifestation of the competitive spirit;
- recognition of the added value of the "EXERCISE COMPANY" method within the education and training system





# The first EC appeared in SSCNK



**Founded in October 2004.**

## F.E.ROYAL HOTEL S.A.

Nr. inregistrare ROCT:

J40/06/10.11.2004

Cod unic de inregistrare 2101193

Cont cod IBAN(in lei)

RO40ROCT001116ROL

Banca Virtuala ROCT

Capital social 56 miliarde lei

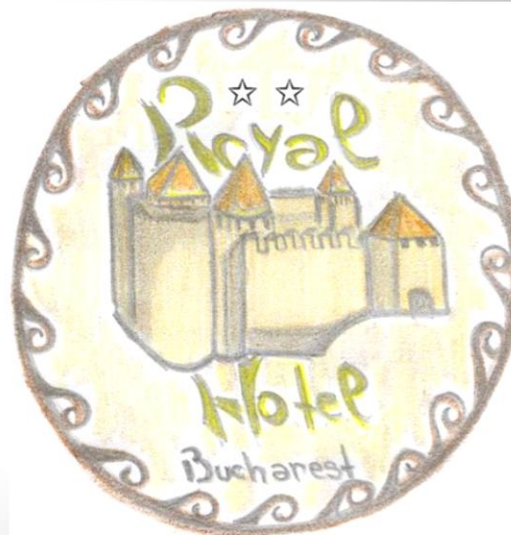
Adresa: str. Hristo Botev nr.17

Sector 3 Bucuresti

tel. 313 90 82

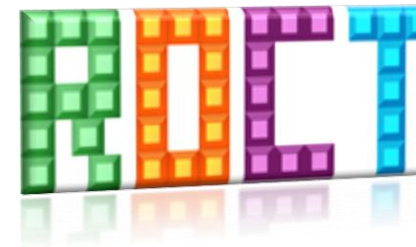
E-mail [feroyalhotel@yahoo.com](mailto:feroyalhotel@yahoo.com)

Site: <http://site.neogen.ro/royalhotel>

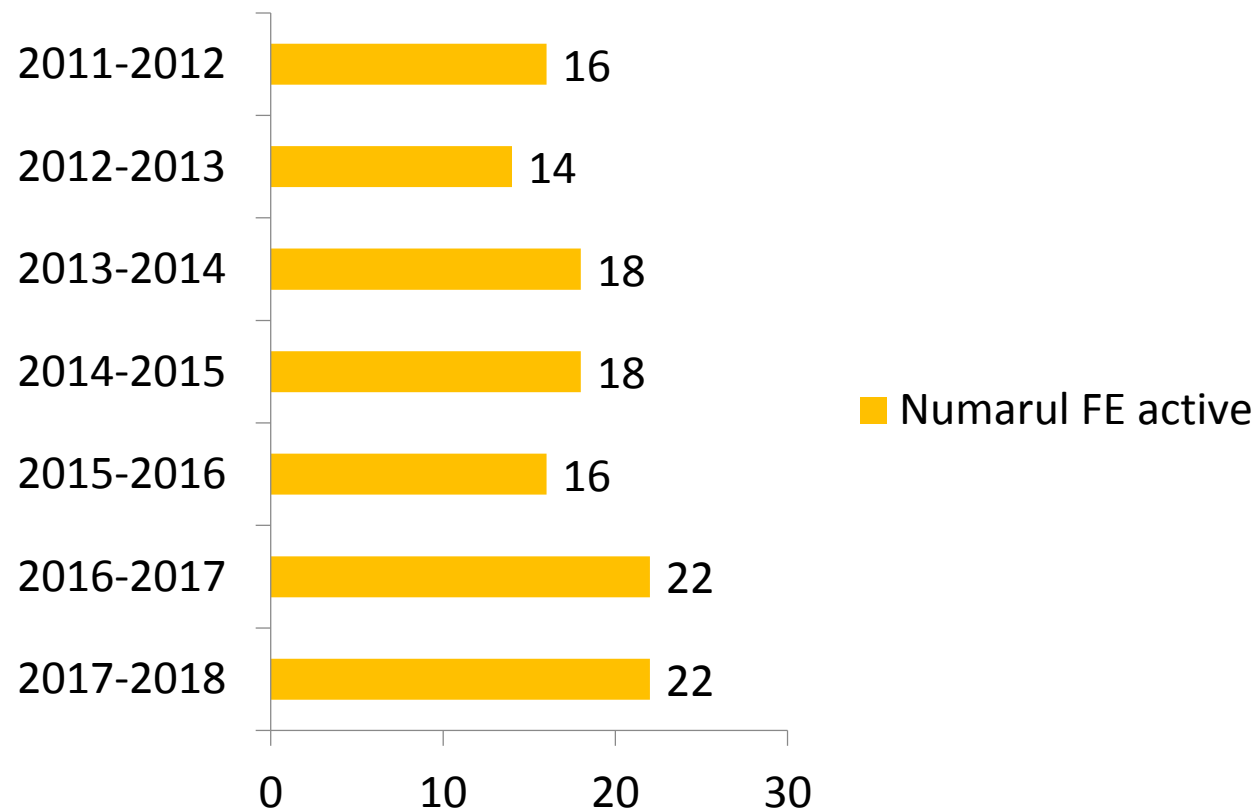


11th grade students took the first steps in developing entrepreneurship in extra-curricular activities (circle) that aimed at interdisciplinary integration and application of knowledge and the development of skills and attitudes needed by a successful entrepreneur.



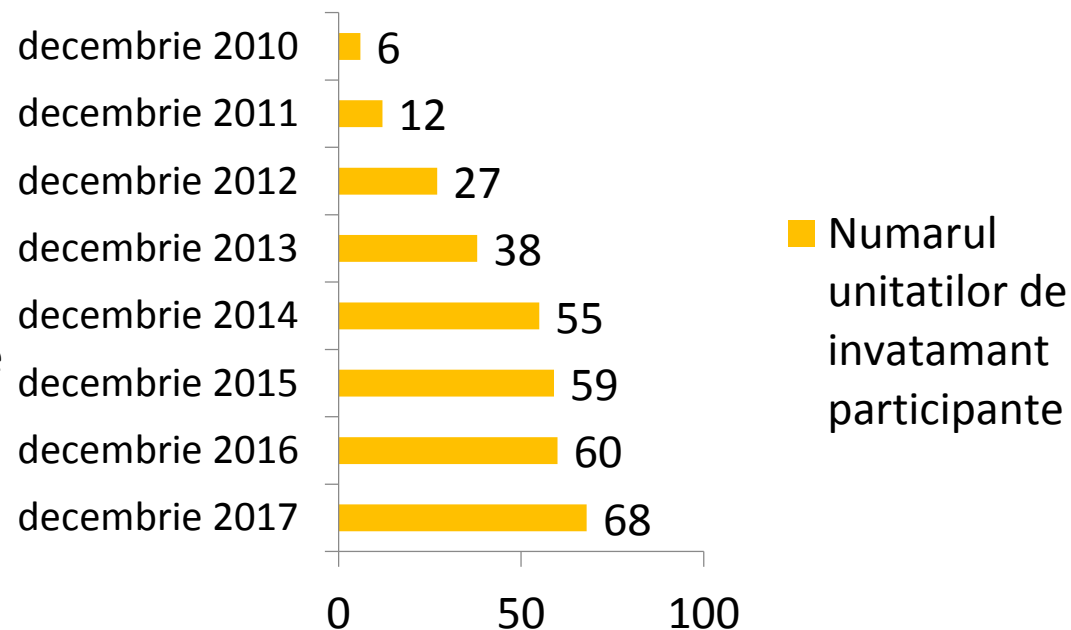
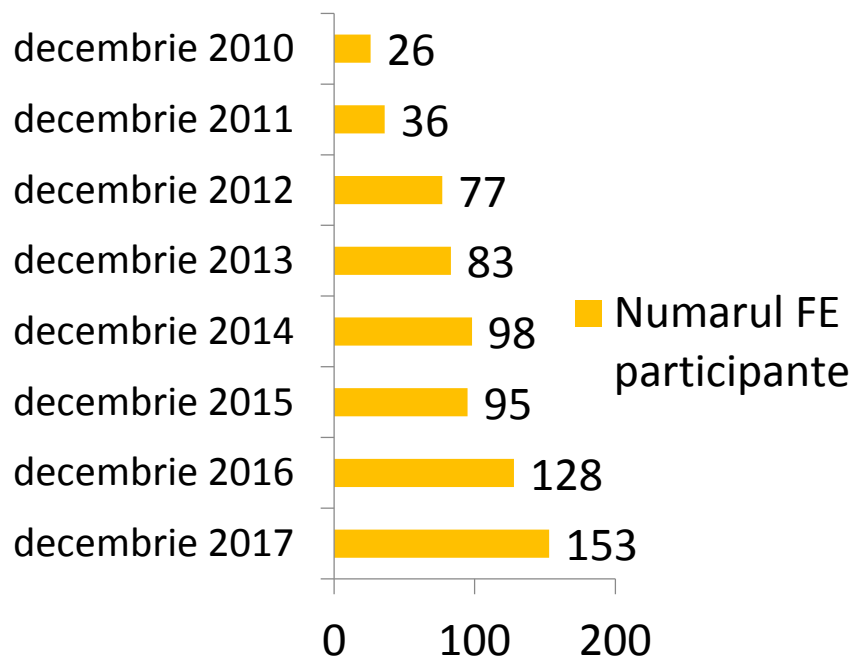


## EC Statistics from SSCNK during 2011-2018





# Activities of EC in Kretzulescu - Regional Fair of Exercise Companies





# Activities of EC in Kretzulescu - Participation of the exercise firms at internal fairs



- The Regional Fair of Exercise Companies– Bucuresti (Scoala Superioara Comerciala N. Kretzulescu , Costin C. Kiritescu, Virgil Madgearu, Colegiul Economic Viilor, etc)
- The Regional Fair of Exercise Companies– Brasov
- The Regional Fair of Exercise Companies– Branesti, Ilfov
- The Regional Fair of Exercise Companies– Focșani, Vrancea
- The Regional Fair of Exercise Companies– Giurgiu
- The Regional Fair of Exercise Companies– Scornicesti, Olt
- The Regional Fair of Exercise Companies– Timisoara, Timis







# Activities of EC in Kretzulescu - Participation of the Exercise Companies at international fairs



- International Fair of Exercise Companies – Timisoara, Romania
- International Fair of Exercise Companies – Praga, Cehia
- International Fair of Exercise Companies – Plovdiv, Bulgaria
- International Fair of Exercise Companies – Bratislava, Slovacia
- International Fair of Exercise Companies – Viena, Austria

# JUNIOR ACHIEVEMENT

- Junior Achievement Romania, a nonprofit organization, was founded in 1993 and is part of JA Worldwide®, USA and JA Europe.
- JA is the largest and most dynamic international organization of economic and entrepreneurial education, with programs being followed in 39 European countries and 123 worldwide.
- In Romania, the "learning by doing" JA programs are followed annually by more than 200,000 students from over 1,400 educational institutions and are run locally in partnership with the Ministry of National Education, the educational institutions and the business community.

# JUNIOR ACHIEVEMENT



The Social Innovation Relay Competition is part of the Social Innovation Relay (SIR) educational project that includes several components (online quiz, case studies on entrepreneurship and social innovation, competition) and it is organized both in Romania and internationally.

Our school is involved annually in this competition, reaching the final national stages.



# BUS493: SOCIAL INNOVATION

Summer 2023

# Thank you

