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Quality in Education

Creative Education –

A Variant to Improve Quality of Romanian Higher Education

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Abstract: It is undisputed that in the present world, **we need a creative education**, applied and applicable. Education must remain the foundation and theoretical basis of the evolutionary pyramid students and future graduates, but creative education should be top. Theoretical knowledge should be implemented even during years of study, so that the graduate to "see" concrete and applicability of what they learn, the only way he will be able to "give wings" to become an entrepreneur in the field of particular study. Innovation and entrepreneurship does not occur arbitrarily, but they must be developed at national level through major investments in technological education, creative education, research, policy and legislation and infrastructure support for business development. In this paper we try to characterize the socio-economic situation in the educational process is carried out to present, a series of fundamental issues on creative education and to identify its influence on the growth of the Romanian higher education quality. The main research methods used in the compilation of this material were: theoretical and practical scientific documentation, surveys and observations. *In Romania*, there are still enormous challenges in terms of overcoming obstacles to initiating and developing a business. Authorities, businesses, educational institutions and civil society are key actors who can shape their strategies, measures and actions for effective development of small business to start from considerations of minimum risk and should be developed gradually under the new self-financing business started.

Keywords: Romania; higher education; creative education; quality of educational process; entrepreneurship.

1 Introduction

It is recognized that most new jobs come from new and small firms (up to 49 employees inclusive) in the development stage and which specializes in producing and promoting new products and services. In this segment of the labor market, we believe that future graduates can find their place, they can grow personally and professionally, applying what they have gained through creative education. New enterprises, entrepreneurs and well-trained young and small and medium sized businesses are vital to a healthy economy. Small businesses are often advocates of "productive" of large enterprises. I take one example: Dacia - Renault company, from Mioveni, Arges County, supports its automotive production activity on a variety of producing small parts, assemblies and subassemblies required great producer.

Small businesses and start-ups are a reality of the global economy, the flexibility and creativity play a much bigger now than in the past. Creative actions, both collective and individual, are embodied primarily on strengthening the capacity development of small or start-ups. The first stage of a small life again - the establishing, as a first step in a graduate's career, are the most difficult, but can lead to success, if any concrete ideas, creative, smart, and actually engaged in a product innovative, market demanded. In European Union countries, of which Romania belongs, are given financial and logistical support new and existing small businesses created to support the creation of new jobs and economic development. Technical and economic assistance given by the authorities entrepreneurs often lead to real benefits in national and local economies.

2 Fundamental Aspects of Creative Education

Starting from the *definitions of education* (Dictionary of Current Romanian Language, 1998) as "an intellectual qualities development work, one's moral and physical" and *creativity*: the ability to create, "**creative education**"¹ can be defined as an educational process that (education) to develop creative ability the individual on the basis of skills and physical fitness, moral and intellectual acquired. Looking over the time, human society, we find that there are "thresholds of development", each of them leading to higher planes of organizing society and existence. These thresholds have been named by experts revolution. Thus, we could witness the revolution, agricultural, commercial, etc. Human society today is changing ever faster. There are two primordial factors that determine changes now taking place in society, making the transition from industrial - type economy to **the "new economy"** based on knowledge, namely:

- technical revolution - scientific;
- the process of globalization.

Technical revolution - the science is unparalleled development of science and technology, whose development rate is clearly exponential. Scientific revolution involves "discovery" and developments in the toaster to use atomic energy, the Hubble telescope, protective equipment Gore - Tex, etc. Everything around us is, objects, clothes, consumer goods, but also information, images, sounds, all products are technical revolution - scientific. This revolution in science and technology has brought many changes regarding the organization and functioning of society, meaning that:

- new technologies are becoming more productive, allowing companies to sell products increasingly better prices ever lower, and this has the effect of increased availability of industrial goods for a much broader stratum people;
- are the most attractive investments in high-tech fields, in this way, firms are becoming increasingly interested in innovation and innovation;
- many companies turned their research to find solutions for removing or reducing pollution raw materials, this means the performance of the manufacturing process, with positive effects for both the environment and consumers;
- IT & C sector development increases communication between people, developing new types of business (eg: e-commerce), the development of online information centers, etc.

Effects of the technical revolution - science can be seen at all levels. Thus:

- human society is gradually becoming more attentive to the existing global problems;

¹ Definition of the authors of this paper.

- information available is that individuals can express information more easily;
- the importance and role of the individual as an independent entity, increases in the new society based on knowledge;
- due to the development of science, more people are engaged in the development of new businesses based on innovative and creative;
- number of areas of frontier research has greatly increased;
- to become a good specialist, a person needs increasingly more years of education (specialization and depth of knowledge).

Creating *knowledge-based enterprises* enables countries to participate in the process of globalization in the sense of creating structures and skills needed to achieve competitive performance context. **Knowledge** is more than mere information, including not only the purely mathematical, and understanding of that information. As greater knowledge is information, so the knowledge economy, we're talking about more often, is superior knowledge economy. We can define the knowledge economy as that economy has exceeded the threshold beyond which knowledge development is the key resource. In the socio-economic situation, there are many factors which result in increased awareness and importance of "transforming" it into an indispensable resource development, such as:

- progress in ICT (Information and Communication Technology);
- increasing the speed of development of new techniques and technologies;
- global competition;
- liberalization of markets;
- continuous change in demand due to increased share of medium and high income people (who developed a sophisticated application, product quality);
- ensuring quality of life.

The process of globalization is not a new process, but is the result of changes in the global economy have increased in recent years. Lift customs barriers, the emergence of multinational firms, increased competition on domestic and foreign markets, and increasing importance of how resources are consumed, all these are both causes and effects of globalization. A great advantage of globalization is the flexibility to produce a design to innovate in different countries, thus using the maximum available labor and resources. Moreover, globalization is labor mobility, which means that people with higher education will be able to work where they are needed and no longer geographically constrained. At present, more and more people are working in areas that create information and are less engaged in the production of goods. In the future, this ratio will change dramatically. Widespread use of machinery and equipment will make even the workers who work in core areas, need to be increasingly better prepared in terms of studies. In OECD countries (Organization for Economic Cooperation and Development) unemployment rate is higher for people who have secondary education - 10.5%, as opposed to those with higher education - 3.8%. This means that, in society, competition for positions where it takes only secondary education is higher than for jobs that require higher education. The labor force is thus forced to become more skilled. A matter of great importance in the **new economy** will be the *distribution of knowledge among society*. The society will be able to develop, acquire and use information, will become even richer. Knowledge can be associated with human capital, but the two concepts do not overlap exactly. As more and more work is carried out on an intellectual level, storing and handling information is an essential quality for any employee. However, there are essentially manual work or physical effort required in the first place. It also goes beyond the scope of human knowledge, because information can be produced, stored and manipulated and artificially, that is primarily electronic.

Information may be tacit and explicit. She turns from one to another. Information can be associated with tacit know-how, ie with the ability to "solve" various problems, to "do" certain things. Accumulation of tacit information can not only be done through learning. When information must be communicated, it becomes explicit information. In addition to the know-how in modern society, there are still other important concepts such as:

- know-what - which refers to knowledge of facts and phenomena;
- know-why - which refers to understanding performance phenomena;
- know-who - ie information about who knows some information.

All this information circulating on different channels. Know-what and know-why the site can be learned from books, courses, seminars, etc., while know-how can be achieved only through direct practice. Know-who's in society is learned by understanding the environment and the channels through which people communicate various types of information. In the future, a person must possess not only the know-how, or physical abilities, physical and mental health (training, education, labor, resistance to stress, etc.), but also know-what (knowing the information, data phenomena and processes, etc.), know-why (understanding phenomena), and know-who (the ability to interact with people holding information). In the past, companies had the resources and ability to defend them, were rich companies. Currently it is still hanging in balance for skilled labor. In the future, strong companies will be those who can produce, own and control information. They will be mobile companies with a high degree of skilled labor, will provide excellent living conditions of the population (in terms of individual and group security, quality of life, environment, etc.). They will battle for supremacy by engaging with all our strength to maintain continuous innovation and technical progress in increasing consumer satisfaction in ensuring the best living conditions for the working population.

On a personal level, individuals will be, and they adapt to new changes. Thus, employees will become increasingly valued for their native qualities such as creativity, spontaneity, speed decision making, etc. Physical work will become increasingly less appreciated. An exception will be the service sector, where physical work based on skills learned in time (eg: in hairdressers, beauty salons, reception, hotels, dining at bars and restaurants, information offices, etc.) continues to hold an important position. Young people will have to prepare themselves becoming more and develop skills to cope with native labor market competition. Labour mobility means that, as firms will no longer have a monopoly on the sales market, professionals will not have any monopoly on the labor market. A manager in Germany will compete for their position not only with other local managers, but with managers around the world. The station will be above the company's hierarchy, and greater responsibility, the company will neglect the cost of bringing a new employee for work experience and capacity of the individual. Labour mobility and rapid adjustment to new means. Multinational companies will form multinational teams. Until you develop an overall organizational culture, there will be differences in the patterns, messages and the response of individuals, by country of origin of each. Employees of the information society will be able to adapt quickly and work in multidisciplinary teams and, especially, multicultural. Romanian upgrade human capital, primarily by increasing the standard of education, should be a priority for the government. Romania needs to promote organizational crossing leading to the emergence of economic and social structures slender as a flattened structure, including networks of organizations, independent person, firm dynamics, non-governmental companies, research institutes, universities, etc. Also, in Romania it is necessary to develop communications infrastructure, increased access to the public Internet, to develop e-commerce, etc.

3 Investing in People

Investing in people is mandatory, whether it's economic crisis, not budgetary resources, companies have surplus or profit. Investing in people provides: personal and professional development of individuals, development of a quality education, employee loyalty, reduce or eliminate mistakes and errors in work processes, motivation for "key" employee and young entrepreneurs, etc. In the long run, lack of management strategies based on investments in people, both at company level and at national level is a sure path to failure.

"If governments should take into account the opinion of the Romanians on the economic recovery, would increase investment in education instead. Almost half of Romanian considers education as the main factor meant to restart the engines of national economy." (Vidru Lăcrămioara, 2011 – www.manager.ro)

According to the Eurobarometer survey published by the European Union in March, 2011, 47% of Romanian believe that improved education and increased training could increase and economic performance. It should be noted that this problem is similar to the percentage recorded in Romania with the EU average. After education, the most important measure to crisis is to "facilitate the establishment of a company", especially for young people. 32% of Romanian citizens have chosen this option, the EU average being 33%. Education, the current European context, must be ensured, in general, school, and through self-education or other educational, non-formal, creative, such as work-shops, round tables, excursions, summer schools, etc. Education requires an open and ongoing training, as the current investment for the future of the individual, and hence of society. An educated man knows how to see creatively and selectively, to combine creative imagination with reality, to report this to the past, but in view of the future, understand "that life is a competition based on a score and a timer", said Tom Butler - Bowoon. In our case, the score would be for the successful raising of the Romanian education to European standards, and the timer period to meet these standards as soon as possible.

We believe that education teaches man from childhood, to see selectively retain what is new, very, nice and helpful. Education requires an optimistic mindset, which increases the chances of happiness, wealth and health, a realistic concept, based on an understanding of their possibilities, my effort, but that no one can replace what we do, as nobody replaced by Brâncuși in his daily effort, physical or spiritual, or Dinicu Golescu, in its desire to improve working and living conditions of the Romanian peasant in the nineteenth century. Education helps us to be entrepreneurs, to change our thoughts, thus changing our life, which is itself a wonderful trip, as specified in the Christian religion. School, with its forms of training and education, young people should form a solid general education, high moral and professional, willing to self-improvement, able to understand the meaning of "savoir faire" (expertise), specific to the French, with that lightness in addressing their life, but also to change the word "faire savoir" (know). Of course, nothing can be done alone. State and the political should provide the necessary environment for continuity and consistency in the Romanian education, part of the necessary financial resources for investment in people and education, and legislative and organizational framework for education and creative workflows.

In conclusion, it seems time for a revival of Romanian education, "knead" in new forms, current and modern, consisting predominantly on the principles applied and creative education. We must get out of the state of passivity, because everything depends on us, how we engage in group or individual to promote and develop the true values.

4 Conclusions

A quality educational process must be based on **creative education**. The national development programs, local and regional needs to be nurtured and sustained entrepreneurial culture and increasing participation of local entrepreneurs, particularly young people, increase national competitiveness. Through educational programs and professional training should be introduced as the binding creative education at all levels and in all disciplines. Each item must be presented and theoretically in terms of practical applicability. In Romania, there are still enormous challenges in terms of overcoming obstacles to initiating and developing a business. Authorities, businesses, educational institutions and civil society are key actors who can shape their strategies, measures and actions for effective development of small business to start from considerations of minimum risk and should be developed progressively self-financing under the new business started.

Investing in people is a mandatory, regardless of social conditions, economic or political aspects of a country. Unfortunately, our country has remained repeatedly conditioned to Chapter education, especially at regional and rural areas. European Union asks us to take the money and to develop performing high schools and universities listed on international standards, training centers and continuing vocational training by the market, etc. Unfortunately, access and use such funds are necessary initiatives, work and projects!

We believe in involvement and we believe that education is, besides faith, a child's only chance to become true and complete sense of the word "HUMAN".

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