

Assesing entrepreneurial competences as a premise of business development

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Abstract The present paper has been conceived to develop the notion of entrepreneurial competence and also to asses the entrepreneurial skills, competences, like personal, social or practical/professional competences, as premise of business development and their environment.

Keywords – entrepreneur, skill, ability, personal, social, practical competence, business development.

In the real world, new technologies and the changes on the market require a new approach. The economic and social success depends on the extension, as much as possible, of the competences management, of the creativity and strategic thinking in a complex and constant changing world.

Defining competences is an essential process, in terms of system evaluation.

We can distinguish the competences of the entire company from the competences for a single post. The competences of the entire company lead to the creation of the organizational culture and its values.

Competencies of a single post reflect only the work results on that specific post. [1]

According to the EQF (European Qualification Framework), competence means the proven ability to use knowledge, skills, personal, social and/or methodological abilities in situation of work or study, and for professional or personal development.

In the context of European Qualification Framework, competence is described in terms of responsibility and autonomy. [2]

Competences depend on the abilities and on the accumulated in time experience, depend on the technical knowledge, on the role played in a company or organization, personality, self-evaluation and self-motivation.[1]

In Romania, it is absolutely necessary to develop some training programmes for the development of entrepreneurs skills, which will allow both the increasing of the survival chances of newly set up companies and the raising of competitiveness of enterprises.

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Knowing the importance that competences have for the business success, it has been realized a questionnaire who's main purpose was to investigate the measure in which different entrepreneurs detain the three categories of competences, meaning personal, social and practical/professional competences.

The questionnaire was implemented on a sample of one hundred persons, of present and future entrepreneurs, and the obtained results are being presented in this article.

From the category of personal competences, have been analyzed the self-consciousness, self-discipline, self-motivation and the critical and creative thinking.

The social skills that were considered to be important for analyze on the sample of one hundred entrepreneurs, were the social consciousness (empathy, service orientation, the development of other people, political consciousness), and also the social capabilities (influence, communication, leadership, building relationships, collaboration and communication).

The third category of entrepreneurial competences that has been studied is the one that defines the practical/professional competences. These are management skills- focalization on performance, ability to recognize and analyze market opportunities - business marketing, financial management and human resources management.

The answers of those surveyed were processed using the program 'Statistica', where it has been calculated the average frequencies for each option of response, the means and the standard deviations. The options of responses were from 1, meaning very less important, to 5, meaning very important.

In what personal skills are concerned, as it can be seen in Table I, the conclusion that could be taken is that respondents felt that they realize in a large measure their emotions, they trust themselves, are conscientious, but they have only moderate self-control.

TABLE I. PERSONAL COMPETENCES

Personal Competences	Mean
Self-consciousness	3.63
Self-development	3.59
Self-motivation	3.60
Critical and creative thinking	3.57

In the social skills, Table II, is observed a higher value for service orientation, the respondents are more skilled in building relationships, in work team and in management of

conflicts, but they response majority moderate in terms of the competence of other people development, political consciousness, or power to influence people and communicate with them.

TABLE II. SOCIAL COMPETENCES

Social competences	Mean
Social consciousness	3.6
Social capabilities	3.46

At the level of practical competences, the ones that are being preferred by our respondents are the managerial skills-focus on performance management or human resources management, and less the financial management or the ability to recognize and analyze market opportunities. The means resulted from the questions of each practical competence are presented in Table III.

TABLE III. PRACTICAL COMPETENCES

Practical competences	Mean
Management skills	3.44
Business marketing	3.42
Financial management	3.35
Human resources management	3.53

It was considered very interesting to find out which exactly is the question that got the smallest mean and which one had the biggest one, from the entire questionnaire.

The question concerned the efficacy of learning from the business relations obtained the smallest mean, and it is the only one that is situated under the average value of 3. The mean for this question is 2.98 and the standard deviation 0.90, revealed in Fig.1. This refers to the capability of the entrepreneurs to take into consideration all the stakeholders (clients, suppliers, employees and community) at national, or international level, in a dynamic and competitive environment.

More than half of the respondents detain moderate this capability, in equal percentages are those who detain it in a big measure and in a small measure (19%), and 6% realize only in a very small measure to take into consideration all the stakeholders.

The first condition for a company to be social responsible is for it to take into consideration all the stakeholders, thing that unfortunately happens in a very big measure only for 5% of the studied companies.

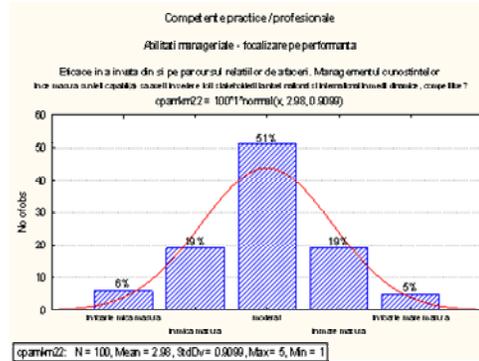


Figure 1. Question with the smallest mean

The consciousness, tested by the degree of respecting promises and engagements, keeping promises, and also by the responsibility that entrepreneurs have when it comes to realizing objectives, is the personal competence that obtained the biggest mean from the questionnaire, as it can be seen in Fig. 2. 37% detain it in a big measure, 38% in a very big measure, and the mean of the question is 4.06.

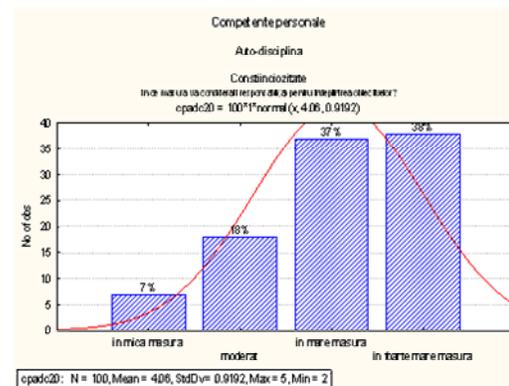


Figure 2. Question with the biggest mean

We also wanted to see the frequencies mean of the responses of those surveyed, on each category of competencies: personal, social and professional.

As it can be seen in Figs. 3,4 and 5, the category of competencies which is detained the most, in big and very big measure is the one of personal competencies, followed, only by haphazard, of the social competencies and last, the professional ones.

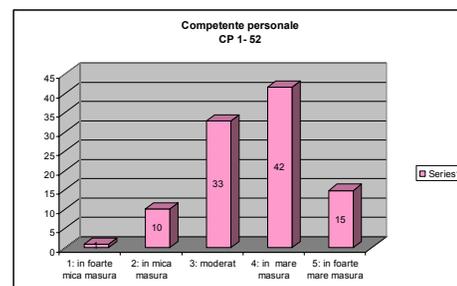


Figure 3. Frequencies of personal competencies

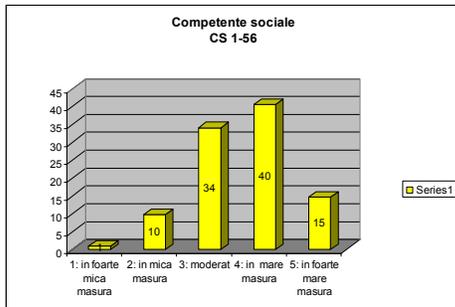


Figure 4.Frequencies of social competencies

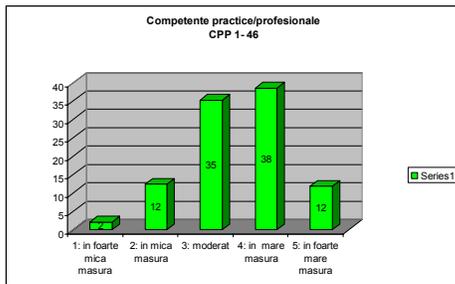


Figure 5.Frequencies of professional competencies

Looking at the same figures, we can conclude that there is, still, a big percentage, almost half, in each case, of those who detain personal, social and professional competencies only at moderate cotes or in a small measure. These should continuously improve their competencies for being able to develop a successful business, or to be able to work in a prosper company.

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