

ESTABLISHMENT METHODOLOGY OF A TRAINING CENTER FOR CONVENTIONAL AND DIGITAL MANAGEMENT AND ENTREPRENEURSHIP AT THE UNIVERSITY OF TELECOMMUNICATIONS AND POST

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Abstract: *In this report is offered a methodology for establishment a training center for conventional and digital management and entrepreneurship in University of telecommunications and post.*

Keywords: *Education, Conventional and Digital management, Entrepreneurship*

Introduction

In the conditions of the information society and the dynamic environment in which the higher schools are located, the improvement of the educational process and the possibilities for the introduction of new models, methods and technologies in education are being improved. This, on the one hand, is a prerequisite for the development of new curricula and, on the other, the creation of a practical environment, through the establishment of training centers in educational institutions that are tailored to changes of the labor market and provide students with knowledge, skills and the competencies necessary for their realization.

The "Business - Education" relationship at the University of Telecommunications and Post (UTP) is very prominent, which allows maintaining adequate information on the state of the labor market. Particular attention is paid to the market-oriented training of students in all specialties and educational qualifications, i.e. consumer orientation is one of the main priorities of the higher education.

In order to maintain the competitiveness of the higher education institution, the main goals are:

- Continuous improvement of the educational process;
- Continuous technological updates, driven by digital and dynamic environments;
- Increasing of the student satisfaction;

The establishment of the Conventional and Digital Management and Entrepreneurship Training Center at the UTP is one of the main ways to maintain the competitiveness of the higher education institution (school).

The purpose of this publication is to present a methodological approach for the establishment of a Training Center for Conventional and Digital Management and Entrepreneurship at UTP.

Methodological Approach for the Establishment of a Training Center for Conventional and Digital Management and Entrepreneurship at the UTP

The dynamic development of new technologies and the digitalization of business processes give rise to the need for new management and entrepreneurial skills, a new approach to decision making in conventional and digital business environments, which requires the training of highly qualified management personnel.

The high-tech economy needs people capable of generating new business models and tools which they will use to manage optimally the available opportunities and resources and to create value based on new economic concepts [Temelkova, 2018].

In the context of this development of the labor market, it is important to envisage and train specialists with skills in line with emerging technologies. New strategies for qualification are needed and the education system must adapt to these new conditions [Todorov, Kamberov, 2018]

In order to respond adequately to the trends of the external environment, every organization (including educational institutions) must take into account the changes that occur in it [Stoyanov, 2017].

The idea of establishing a Training Center for Conventional and Digital Management and Entrepreneurship at the University of Telecommunications and Post is also conditioned by a real need for a change in the educational process, which was also confirmed by the studies conducted in this direction (Figure 1).

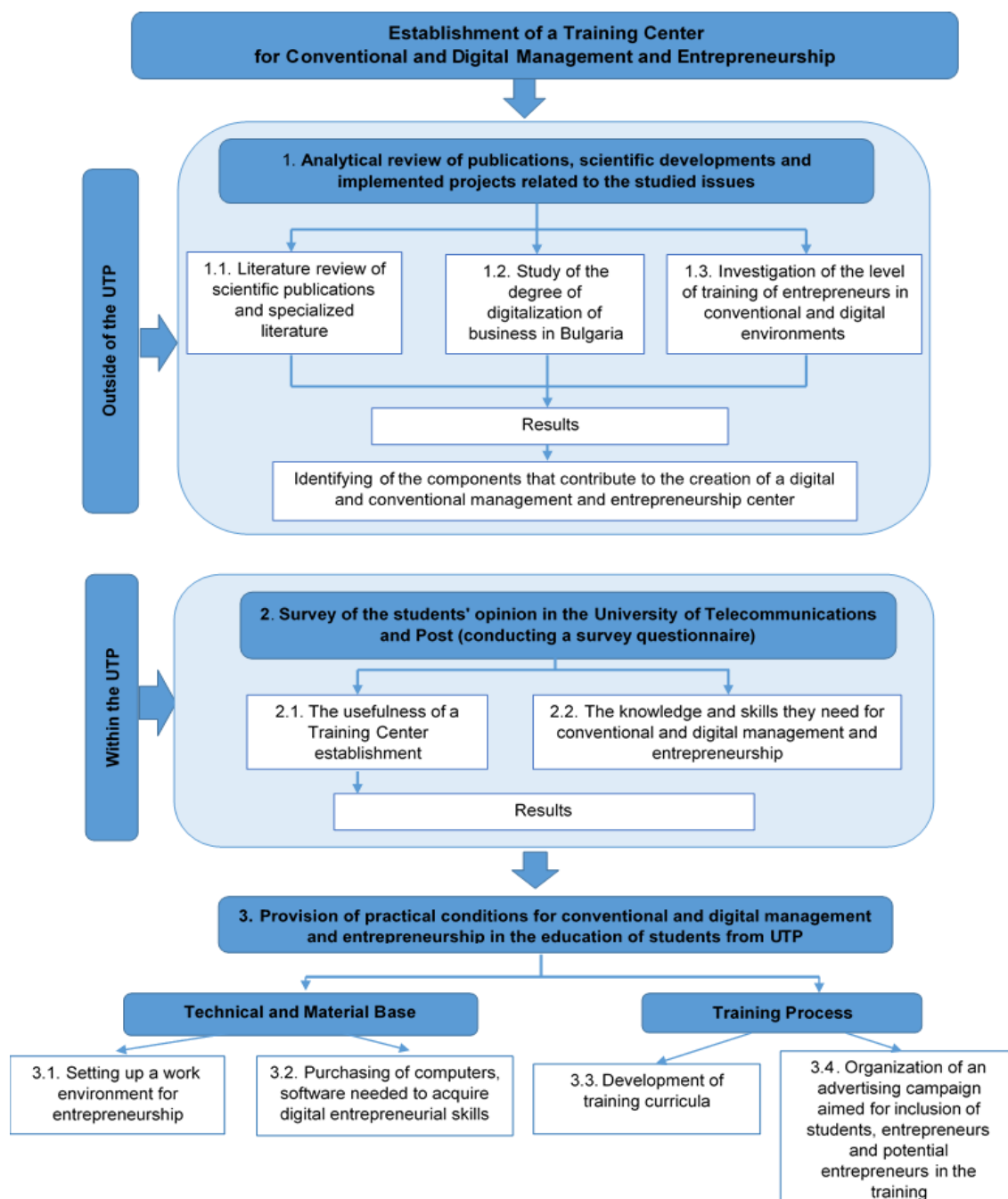


Figure 1. Methodological Approach for the Establishment of a Training Center for Conventional and Digital Management and Entrepreneurship at the UTP

The current methodology for establishing Conventional and Digital Management and Entrepreneurship Training Center involves conducting studies in two main areas:

- Outside of the UTP
- Within the UTP

1. Analytical review of publications, scientific developments and implemented projects related to the studied issues. They are heading in this direction:

1.1. Research and analysis of research related to entrepreneurship, digital entrepreneurship and management.

1.2. Analyzing the consumption of information and communication technologies in Bulgaria for the period 2016 - 2018, as part of the digitalization of business in Bulgaria. The purpose of the study is to trace the extent to which they are used by enterprises, which are grouped in three groups: the use of computers and the Internet by businesses; e-commerce and the use of automated data exchange.

1.3. Conducting a study on the level of training of entrepreneurs in conventional and digital environments

Based on studies done in this area:

- the environmental factors influencing the management and entrepreneurial business in conventional and digital environment are systematized;
- the components contributing to the construction of a center for digital and conventional management and entrepreneurship at the University of Telecommunications have been identified;
- the basic tools and business practices necessary for the establishment of a center for digital and conventional management and entrepreneurship in the University of Telecommunications and Post have been classified;
- it is concluded that in Bulgaria there is still a low level of use of information and communication technologies by the enterprises, as a basic criterion for the digitalization of business in our country;

- From research done [Bosma, Kelley, 2017/2018; Bosma, Kelley 2018/2019] found that although there is a growing trend, Bulgaria still scores low on entrepreneurship education, both at school and post-school levels.

2. Examination of the opinion of the students in the University of Telecommunications and Post

The second stage of the methodology is the conduct of studies within the UTP.

The aim is to track students' opinions on the usefulness of building a Conventional and Digital Management and Entrepreneurship Training Center, as well as the need for the necessary knowledge and skills for conventional and digital management and entrepreneurship. For this purpose, a survey was conducted using an electronic questionnaire. In the survey were surveyed 120 university students.

The study found out that more than 80% of the students surveyed thought it would be beneficial to establish a Higher School Conventional and Digital Management and Entrepreneurship Training Center.

The studies carried out in the areas discussed above allow a great deal of depth to be done:

- Analysis of the need to establish a training center for conventional and digital management and entrepreneurship;
- Description of the conditions for implementation, forecasting the expected results, to reflect the specifics of this project, and in particular its complexity and degree of novelty;
- Identification and description of the scope, stages, tasks, resources, timetable, communications necessary for the implementation of the project for the establishment of the Training Center for Conventional and Digital Management and Entrepreneurship.

3. Providing practical conditions for conventional and digital management and entrepreneurship in the education of students from UTP

In order to achieve the goal of the project for the establishment of the Training Center for Conventional and Digital Management and Entrepreneurship, it is necessary to provide technical and material and information base, which will

create appropriate practical conditions for conducting training in conventional and digital management and entrepreneurship. This is expressed in: opening entrepreneurial workshops; providing computer rooms with specialized equipment and specialized software products that enable real management decision making in a practical environment.

It is essential that one of the final stages of the methodology for the construction of the training center is its promotion. The aim is to reach both current students of UTP and current and future entrepreneurs

Conclusions

The establishment of a Center for Digital and Conventional Management and Entrepreneurship in the University of Telecommunications and Post aims to develop practical competences, knowledge and experience in the students of UTP, which correspond to the modern business conditions. At its core is the promotion of managerial and entrepreneurial decision-making, the creation of entrepreneurship workshops, ideas for creativity and development, coaching and mentoring training, and entrepreneurial social responsibility. On this basis, the prospect of starting successful business and real entrepreneurial initiatives is rooted in the competitiveness of the modern management.

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