

TRENDS AND PERSPECTIVES IN THE EVOLUTION OF THE EUROPEAN UNIVERSITY EDUCATION

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Abstract: *The present paper approaches the trends and perspectives in the evolution of management within the European academic background, at the same time presenting synthetically the Lisbon Processes and the „Europe 2020” Strategy – starting points in setting university strategies for quality improvement with the purpose of developing an economy based on knowledge and innovation. Education is the way towards equality of opportunities, towards productive economy and lasting development.*

Performance and quality assurance, the current concern of academic institutions, requires measures for the implementation of own management system, for self-assessment and improvement of processes.

The EFQM model of excellence represents the most used organizational model in academic institutions in Europe, for the accomplishment of a complete, systematic and permanent examination of the activities of the organizations through the comparison with a self- assessment model. The principles underlying the EFQM model of excellence, the client’s contentment, the staff’s contentment and the integration in the community life are gained through strategies and policies of a professional management.

Encouraging the spirit of entrepreneurship in the academic background is all the more necessary as the business background is more interested in specialists possessing new skills at the workplace. Entrepreneurial education involves a strong collaboration between the academic background and the business background through the accomplishment of partnerships in order to continually encourage the educational cultures within companies, with the purpose of building something valuable and lasting.

The pillars of these strategies, the EFQM European model of excellence and entrepreneurial education represent tools which lead university education towards excellent operational outcomes.

Key words: education, strategy, quality, excellent performance, entrepreneurial university.

Introduction

Lifelong learning for all is considered as a fundamental means of personal life enrichment economical growth and maintaining social cohesion. As it shows in most documents, education movements in European Union countries are determined by a deep switching to globalization and to the society based on knowledge ”Knowledge society”.

Education is the path to equality of opportunities, or chances to a productive economy and a sustainable development.

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