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LEARNING ENTREPRENEURSHIP TOGETHER WITH CONCEPTS REGARDING GREEN AND CIRCULAR BIOECONOMY IN UNIVERSITIES. CASE STUDY: FACULTIES FROM WEST UNIVERSITY OF TIMIȘOARA

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Abstract: The academic study of entrepreneurship at universities with non-economic profiles has emerged as a relatively recent practice. For this reason, many students still require support for developing the skills needed to manage potential businesses in their specialization area. At the same time, the transition from a linear to a circular economy is also considered relatively recent but was strongly supported by the European Commission and other European Union institutions through a series of guidance documents, written in an accessible and clear language, not sufficiently promoted in Romania. In this context, the implementation of educational activities dedicated to sustainable development goals, circular economy concepts, alternative energy sources, and green energy production became essential for university students, especially those who study in the field of science. These initiatives contributed to broadening career prospects, stimulating creativity, and providing practical tools for training specialists capable of responding to current and future labour market demands. At the West University of Timișoara, students from various faculties participated in training activities focused on these emerging topics, in a project entitled „PEO/302424/INstruire prin Stagii de Practică sau Internship-uri RElevante pentru JOBuri de calitate - INSPIRE JOB”. The experiences in question have been shown to have several notable effects on the participants. These effects include strengthening communication skills, encouragement of collaboration across disciplines, and the opportunity for the development of innovative projects. Also, as a result for a year of implementing such activities, positive changes in vocabulary, knowledge and perception regarding green and circular bioeconomy concepts, but also regarding entrepreneurship were observed.

• Introduction

Numerous studies have revealed that there is a growing need to develop entrepreneurial skills (North; 2002; Brand et al. 2007; Cascavilla et al. 2022) in the academic environment and **students from non-economic faculties** should be encouraged to participate in such learning activities (Doe et al. 2017).

There is also a bigger demand on the labour marker for **future employees** to develop green and circular economy skills (Kaewhao et al. 2023; Pachés et al. 2025). In this context, the project entitled "PEO/302424/INstruire prin Stagii de Practică sau Internship-uri RElevante pentru JOBuri de calitate - INSPIRE JOB" was implemented with the aim of developing knowledge in this domain.

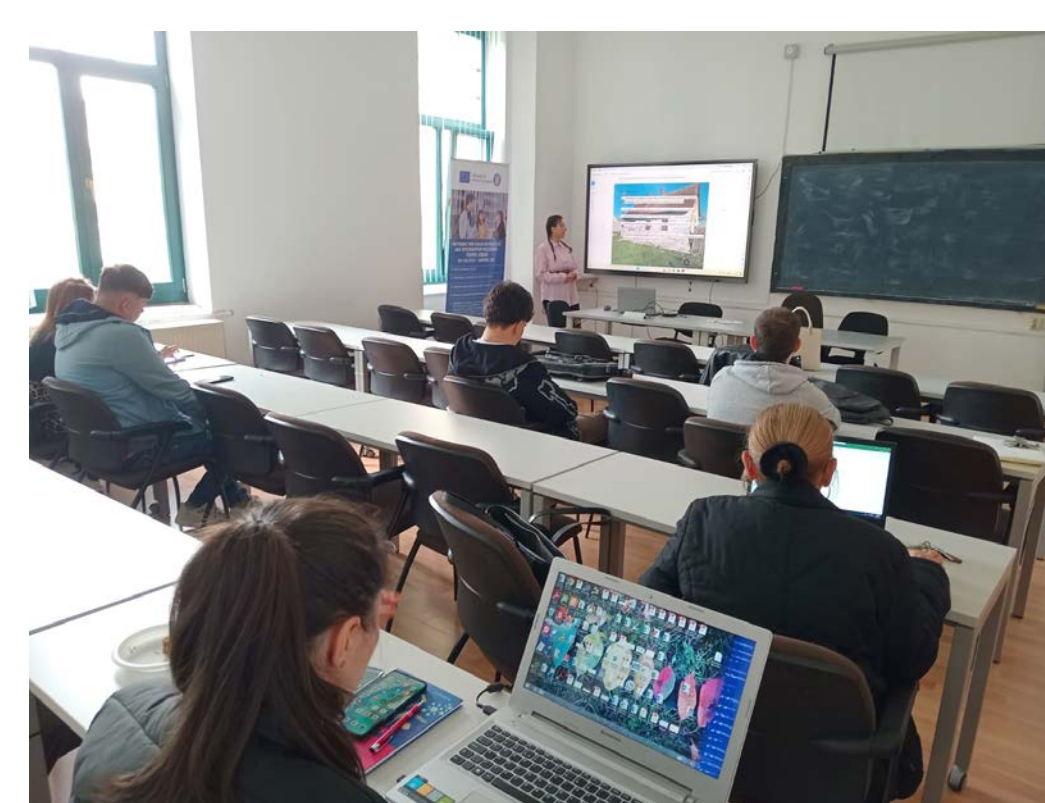
Material and method

Students majoring in non-economic domains, as Biology, Biochemistry, Applied Sciences in Criminalistics, Computer Science, Mathematics-Computer Science, Clinical Chemistry, and Physics participated during the second semester of the previous academic year in a series of activities to learn about entrepreneurship, namely: Entrepreneurship – basic and legislative concepts, Time management and prioritization, Risk and failure management, Business plan development, starting from an idea in the field of study.

Other students have selected seminars on presenting the strategies for reducing environmental concerns, the European Union's action plan for the circular economy, but also renewable energies– sources, production, and management.

Both activities ended with competitions with cash prizes, one regarding the development of a business plan for an idea in the field of study, and the other was a competition for strategies for managing existing natural resources, and feedback questionnaires.

• Results and discussions



• Conclusions

After completing the feedback questionnaires, most respondents considered that the **language** used in the activities was **accessible and appropriate** to their level of understanding, and they perceived the **information as current and relevant**, thanks to the presentation of the materials through concrete examples anchored in contemporary reality.

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