Conference Program

October 15-17, 2009
Lucian Blaga University of Sibiu, Romania
Balkan Region Conference on Engineering and Business Education &
International Conference on Engineering and Business Education,
15-17 October 2009 / Lucian Blaga University of Sibiu, Romania

Ministry of Education, Research and Innovation - Romania
   Lucian Blaga University of Sibiu, Romania
Hochschule Wismar, University of Applied Sciences Technology, Business
   and Design, Germany

Conference Program

October 15-17, 2009
Lucian Blaga University of Sibiu, Romania
ORGANISERS & SUPPORTERS

Ministry of Education, Research and Innovation – Romania
Lucian Blaga University of Sibiu, Romania
Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Germany
General Association of Romanian Professors and Educators, Romania
The Research Centre in Quality Management and Engineering
European Centre for Engineering and Business Education, Germany
Elitist Society for Management in Romania

CONFERENCE COMMITTEE

Conference chairman
Prof. Constantin Oprean, Rector, Lucian Blaga University of Sibiu, Romania
Prof. Norbert Grünwald, Rector, Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Germany

Committee members
Academician Florin Gheorghe Filip, Vice–President, Romanian Academy
Academician Păun Ion Otiman, General Secretary, Romanian Academy
Prof. Malcolm Allan, Glasgow Caledonian University, Glasgow, Scotland, UK
Prof. Colin U. Chisholm, Glasgow Caledonian University, Glasgow, Scotland, UK
A/Prof. Mona Dahms, Aalborg University, Aalborg, Denmark
Prof. Norbert Grünwald, Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Germany
Dr. Margaret Harris, University of Aberdeen, Scotland, UK
Prof. David Holfield, University of Wales Institute, Cardiff, UK
Prof. Socrates Kaplanis, Technological and Educational Institute of Patras, Greece
Prof. Claudiu Vasile Kifor, Lucian Blaga University of Sibiu, Romania
Prof. Anette Kolmos, Aalborg University, Aalborg, Denmark
Prof. Constantin Oprean, Lucian Blaga University of Sibiu, Romania
Prof. Ovidiu Nicolescu, Academy of Economic Studies, President of the Elitist Society for Management in Romania
Dr. Yves Punie, Senior Researcher, Institute for Prospective Technological Studies (IPTS), Seville, Spain
Dr. Daniela PUSCA, University of Windsor, Canada
Prof. Harold Sjursen, New York University - Polytechnic Institute, USA
Prof. David W-S. Tai, Association of Engineering and Management, Taiwan
Prof. Algirdas Valiulis, Vilnius Gediminas Technical University, Vilnius, Lithuania
Prof. Marian Zajko, Slovak University of Technology in Bratislava
Organising committee
Claudiu Vasile Kifor, Professor, Lucian Blaga University of Sibiu, Romania
Mrs. Regina Krause, European Centre for Engineering and Business Education / Hochschule Wismar, Germany
Marius Cioca, Associate Professor, Lucian Blaga University of Sibiu, Romania
Lucian Lobont, Lecturer PhD, Lucian Blaga University of Sibiu, Romania
Sorin Negulescu, PhD, Lucian Blaga University of Sibiu, Romania
Ms. Alina E. Lascu, Lucian Blaga University of Sibiu, Romania
Mihai Zerbes, PhD student, Lucian Blaga University of Sibiu, Romania

THE CONFERENCE AND THE VENUE
Lucian Blaga University of Sibiu (LBUS) started to organize the Balkan Region Conference on Engineering Education (BRCEE) in 2003, with an important support from UNESCO International Centre for Engineering Education. There were 2 very successful editions in 2003 and 2005 when participants from all over the world published scientific papers that were included in internationally recognized proceedings covered by the prestigious Thomson ISI. In 2007, the year when Sibiu was declared European Capital of Culture, a joint conference was organized together with another international periodical conference organized by LBUS – MSE (Manufacturing Science and Engineering). In 2009 we decided to broaden the international dimension of the conference and we agreed, together with Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Germany to organize the conference together with the International Conference on Engineering and Business Education at the 2nd conference, the first one being organized in 2008 in the Hanseatic City of Wismar, Germany, listed since 2002 as World Cultural Heritage.

This joint conference is intended to assemble reliable ideas, applications and tested implementations for engineering and business education that represent important requirements of the global world. As a result, it is anticipated that the conference will enhance the links and the networks that were already created in the previous meetings, and will set the stage for more innovative and collaborative undertakings.
SUBJECTS COVERAGE

The coverage of this special issue includes but is not limited to the following subjects:

1. Entrepreneurship education and research
2. Innovative new methods for engineering and business education
3. Collaboration in engineering and business education
4. Knowledge management in engineering and business education
5. New curricula development
6. Quality management in engineering and business education
7. Multimedia in engineering and business education
8. Social and philosophical aspects of engineering and business education
9. Management of engineering and business institutions
10. HCI (Human Computer Interaction) applications for educational purposes
11. LifeLearn and the European Qualification Framework

OFFICIAL LANGUAGE

English is the official language of the Conference.
### OUTLINE CONFERENCE PROGRAM

<table>
<thead>
<tr>
<th>Time</th>
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<td>Senate Hall</td>
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<td>Roman Emperor Hotel</td>
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### Addresses (please consult also the map at pag. 25)

**Location**

- Senate Hall
- University Library, Aula Magna
- Avram Iancu Auditorium
- Univ. Canteen
- Conference banquet, Roman Emperor
- Barbeque party Apfelhaus
- Excursion Open Air Museum - Astra

**Address**

- 10 Victoriei Blvd.
- 4 Lucian Blaga Str.
- 5-7 Victoriei Blvd.
- 31 Victoriet Blvd.
- 4, Nicolae Balcescu Str.
- Cisnadioara
- Sibiu, Calea Rasinari
Wednesday, 14 OCTOBER 2009

16.00  Registration  Venue: Senate Hall, 10 Victoriei Blvd.
20.00

20.00  Welcome reception  Venue: Senate Hall, 10 Victoriei Blvd.

Thursday, 15 OCTOBER 2009

08.00  Registration  Venue: University Library, Aula Magna 4 Lucian Blaga Str.
09.00  Opening Ceremony  Venue: University Library, Aula Magna

Introduction and opening welcomes  Prof. Constantin Opresan, Rector, Lucian Blaga University of Sibiu, Romania

Prof. Norbert Grünwald, Rector, Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Germany

Klaus Werner Johannis
Mayor of Sibiu

Academician Florin Gheorghe Filip,
Vice–President, Romanian Academy

Prof. Sorin Popescu, General director, Ministry of Education, Research and Innovation, Romania

Keynote speeches session

Chairman: Prof. Constantin Opresan, Rector, Lucian Blaga University of Sibiu, Romania

Colin U. Chisholm*, Margaret S. G. Harris**, Malcolm Allan*, Glasgow, Caledonian University, Scotland, UK*, University of Aberdeen, Scotland, UK**. Entrepreneurship: a
sustainable and transferrable attribute of essential value to personal and professional development of engineering and business graduates

Harold P. Sjursen, New York University–Polytechnic Institute, USA, Technology Clusters: China, India and the New World of Engineering Collaboration

M. Numan Durakbası, P. Herbert Osanna, Lukas KRÄUTER, TU-Wien - Vienna University of Technology, Research and Education in Engineering and Business with Special Consideration on Geometrical Product Specifications and Verification - GPS

10.30 Coffee break Venue: University Library, Aula Magna

11.00 Plenary session 1 Venue: University Library, Aula Magna, 4 Lucian Blaga Str. Chairman: Prof. Harold P. Sjursen, New York University–Polytechnic Institute, USA

Norbert Grünwald, Regina Krause, Hochschule Wismar, University of Applied Science Technology, Business and Design: Global Entrepreneurship Week - Changing the Entrepreneurial Mindset of the Youth Worldwide

Margaret Harris*, Colin Chisholm**, Malcolm Allan**, University of Aberdeen, Scotland, UK*, Glasgow Caledonian University, Scotland, UK**: Development and Operation of Alternative Learning Environments for Personal and Professional Development of Future Graduates

David Holifield, Glyn Pole, University of Wales Institute, Cardiff: Partnership to Deliver a Flexible Accredited Programme to Meet the Needs of Clinical Technologists
11.00 Workshop – Project POSDRU - Design and implementation of a Bologna master study programme, with international outreach, in the field of Quality Management and Engineering, according to the labor market’s needs

Venue: University Library

12.00 Departure to canteen
Venue: University Canteen, 31 Victoriei Blvd.
Buses in front of the university library

14.00 Session 1.1. Entrepreneurship education and research
Venue: Avram Iancu Auditorium, 5-7 Victoriei Blvd.
Chairman: Prof. Malcolm Allan, Glasgow Caledonian University, Glasgow, Scotland, UK

Norbert Grünwald, Katy Wolfgramm, Hartmut Domröse, Hochschule Wismar, University of Applied Science. Technology, Business and Design: Wismar-Entrepreneurial University

Ion Bucur, Petroleum-Gas University Ploiesti: Investing in Education. A Way of Accumulating and Developing Human Capital

Nicolescu Ciprian, Academy of Economic Studies, Bucharest: Main Features and Trends of Romanian SMEs Sector - Results of an Investigation Made in 2009

Mariana Iatagan and Ion Ionita, Academy of Economic Studies, Bucharest: Consequences of the Investment in Education as Regards Human Capital

Gina-Maria Moraru, Daniela Popa and Dan Miricescu, Lucian Blaga University of Sibiu: The Involvement of the Romanian Entrepreneurs in Achieving the Organizational Objectives

Gina-Maria Moraru, Dan Miricescu and Daniela Popa, Lucian Blaga University of Sibiu: The Optimism and the Creative Managerial Thinking – Success Factors in the Knowledge Based Economy

Liviu Moraru, Gabriel Staicu and Cosmin Marinescu, Academy of Economic Studies, Bucharest: A Theoretical Model of Investment in Education. From Job-Lock to Promotion

Roxana Savescu*, Elida Todarita** and Danut Dumitrascu*, Lucian Blaga University of Sibiu* and Romanian-German University of Sibiu**: Who are they and what do Our Candidates Want? - Part I

Roxana Savescu, Anca Tutulea and Danut Dumitrascu, Lucian Blaga University of Sibiu: Who are they and what do Our Candidates Want? – Part II

Irina Lungu, Technical University "Gheorghe Asachi" Iasi: Risk Management in Geotechnical Engineering Master Program

16.00 Coffee break Venue: Session Venue

14.00 Session 1.2. Innovative new methods for engineering and business education – 1
Venue: Senate Hall, 10 Victoriei Blv.
Chairman: Prof. David Holifield, University of Wales Institute, Cardiff, UK

Gabriel Băbuţ*, Roland Moraru* and Lucian-Ionel Cioca**, University of Petroşani*, Lucian Blaga University of Sibiu**: High Level Mining Education: from Unpromising Expectations towards Real Development Capabilities

Luminiţa Giurgiu, Ghiţă Bârsan and Dănuţ Moşteanu, “Nicolae Balcescu” Land Forces Academy, Sibiu: e-Assessment’s Role in the e-Learning Experience

Alexandru Cristian Racovitza, Politehnica University of Bucharest: Design and Construction of Internal Combustion Engine Test Beds as Efficient Management Actions in Scientific Experts Training Development Plan


Constantin Oprean, Amelia Bucur and Mihaela Alina Vanu, Lucian Blaga University of Sibiu: A Mathematical Model of the Innovation Indicator

Teodora Popescu, Moise Ioan Achim and Manuella Kadar, “1 Decembrie 1918” University of Alba Iulia: Humanising Engineering Education: Towards Promoting Women in Science and Technology
Ramona Palos, West University of Timisoara: The Stimulation of the Successful Intelligence for Engineering Education


Ștefan Ghimisi, University „Constantin Brancusi” of Targu Jiu: Fundamental Research in the Socio-Economic Contemporary Context

Stefan Ghimisi, Gheorghe Popescu and Catalina Ianasi, University „Constantin Brancusi” Of Targu Jiu: Issues Concerning the Creativity in Technical Sciences

Monica Mironescu and Ion Dan Mironescu, Lucian Blaga University of Sibiu: Inquiry-Based Approach to Enhance Student Learning. Case Study in Food Engineering Education

Nicolae Pătrașcoiu and Adrian Marius Tomuș, University of Petroșani. Study of Dynamic Systems Using Virtual Instrumentation

16.00 Coffee break Venue: Session Venue

Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chair: Mrs. Regina Krause, European Centre for Engineering and Business Education / Hochschule Wismar, Germany

Anca Alexandra Purcarea and Elena Fleaca, University Politehnica of Bucharest: Connecting Engineering Education to the Business Community Requirements Based on the Actual Understanding of the Managerial Competences

Mihaela Mitescu Lupu, “Gheorghe Asachi” Technical University of Iasi: Collaborative Dimensions of Teacher Education for Science and Engineering

Jelena Zaščerinska*, Andreas Ahrens** and Olaf Bassus**, Riga Teacher Training and Educational Management Academy, Riga, Latvia* and Hochschule Wismar, University of Applied Sciences: Technology, Business and Design, Wismar, Germany**: Factors Forming Collaboration within the Knowledge Triangle of Education Research and Innovation
Gheorghe Săvoiu and Florentina Magda Enescu, University of Piteşti: Multi-Disciplinary Modeling Knowledge as a Pragmatic Solution in Engineering and Business Education

Vasile Carutasu*, Sorin Cristea**, Daniela Carutasu*, “Nicolae Balcescu” Land Forces Academy* and Romanian-German University Sibiu**: Optimal Implementation of a Technological Process

Lucian-Ionel Cioca, Silvia Bogdan and Laurean Bogdan, Lucian Blaga University of Sibiu: Engineering Education and Related Educational Programs. Case Study: “Concept” Consulting and Training Centre

Marius Muji* and Dorin Bica**, Technical University of Cluj-Napoca*, Petru Maior University of Tirgu-Mures**: Information Systems Architects: Business Analysts or IT Engineers?


Florentina Magda Enescu and Gheorghe Săvoiu, University of Piteşti: Some Results of the Practical Experiments Using New Methods of Working with Images in Direct Relation to Their Texture Analysis

Adrian Pascu, Valentin Oleksik, Bogdan Parvu, Anca Fratila, Mona Ionas and Cornel Boitor, Lucian Blaga University of Sibiu: Modern Methods of Study and Research in Mechanical Engineering Applied to Medicine

Alexandrina Sîrbu* and Mariana Liliana Păcală**, Constantin Brâncoveanu University of Râmnicu-Vâlcea* and Lucian Blaga University of Sibiu**: Curricular Linkage between Engineering and Business Education. Case Study – Science of Food Commodities
16.30. Session 2.2. Innovative new methods for engineering and business education – 2  
Venue: Senate Hall, 10 Victoriei Blv.  
Chairman: Prof. Marian Zajko, Slovak University of Technology in Bratislava

Cezar Scarlat, Cătălin George Alexe and Cătălina Monica Alexe, University “Politehnica” of Bucharest: *Assessing the Firm’s Innovation Capability*

Moise Ioan Achim, Teodora Popescu, Manuella Kadar and Mircea Rişteiu, “1 Decembrie 1918” University of Alba Iulia: *Teaching Entrepreneurship to Engineering Students*

Bogdan Alexandru Verdeş and Ion Chira, Politehnica University Bucharest: *Rotors Casting For Aviation Turbocompressors*

Manuella Kadar, Moise Ioan Achim and Teodora Popescu, “1 Decembrie 1918” University Of Alba Iulia: *Cloud Computing: A New Challenge for Engineering and Business Education*

Hortensia Gorski, Monica Paula Raţiu and Constantin Teleşpan, Romanian-German University of Sibiu: *New Opportunities and Threats Challenging the System of Engineering Education*

Gabriela Prelipcean* and Mircea Boscoianu**, Stefan cel Mare University of Suceava* and Military Technical Academy of Bucharest**: *Patents, Academic Globalization and the Life Cycle of Innovation*

Gabriel Raicu and Alexandra Nita, Constanta Maritime University: *Evolutionary Designs in e-Learning Virtual Engineering and Business Education*

Gabriela Prelipcean * and Mircea Boscoianu **, “Stefan cel Mare” University Of Suceava* and Military Technical Academy of Bucharest**: *Innovation, Technological Change and Labor saving in the Aftermath of the Global Crisis*

Emil Oanta*, Simona Dinu*, Ilie Tamas** and Ioan Odagescu**, Constanta Maritime University* and Academy of Economic Studies**: *Innovative Engineering Based on Visual Information*
Cristina Nistor, Felicia Surugiu and George Surugiu, Constanta Maritime University: *Innovative New Methods for Business Education - Problem-Based Learning*

Cornelia Victoria Anghel, Andreea Amalia Minda and Florentina Cziple, Eftimie Murgu” University of Reşiţa: *Aspects about Information Technology Education in University Environment*

Radu Hanzu-Pazara, Eugen Barman, Paulica Arsenie, Constanta Maritime University, *Applying Of Innovative Teaching Methods in the Maritime Academic*

Valentin Petrescu, Florian Popescu and Nicolae Bercan, Lucian Blaga University of Sibiu: *Learning Laser Cutting of Metallic Materials on CNC Machines*

20.00 Conference banquet Venue: Roman Emperor Hotel, 4, Nicolae Balcescu Str.
FRIDAY, 16 OCTOBER 2009

09.00  Plenary session 2
Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chairman: Prof. Norbert Grünwald, Rector, Hochschule Wismar, University of Applied Sciences Technology, Business and Design, Germany

Ovidiu Nicolescu and Ciprian Nicolescu, Academy of Economic Studies Bucharest: A New University Course in Romania – Knowledge Based Organisation and Management

Malcolm Allan*, Colin Chisholm** and Margaret Harris*, School of Engineering and Computing, Glasgow Caledonian University, Glasgow, Scotland, UK* and University of Aberdeen, Scotland, UK**: Effect of Globalization on Generic Competencies for Engineers

Marian Zajko* and Ľubica Stuchlíková**, Management Institute of the Slovak University of Technology in Bratislava* and Slovak University of Technology in Bratislava**: Challenges and Success Factors in Development, Implementation and Administration of an E-Learning Course for Large Number of Participants

Constantin Oprean, Claudiu Kifor, Sorin Negulescu, Boldur Barbat, Lucian Blaga University of Sibiu, Innovating Engineering Education, to Face the Knowledge Society


10.40  Coffee break  Venue: Conference Venue
11.00. Session 3.1. Knowledge management in engineering and business education
Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chairman: Prof. Ovidiu Nicolescu, Academy of Economic Studies Bucharest

Rhys Rowland-Jones*, David Holifield**, and Tim Clarke**, Glyndwr University, Wrexham* and University of Wales Institute Cardiff**:
Performance Indicators in Education

Sebastian Marius Rosu*, George Dragoi**, Costel Emil Cotet**, Marius Guran**, University “Politehnica” of Bucharest & Special Telecommunications Service* and University “Politehnica” of Bucharest**:
A Didactical Method for KBS Development at the SMEs Level to Professional Risk Assessment

Petre Ghitescu and Gabriel Pavel, University Politehnica of Bucharest:
Actual Methods for Consolidation of Romanian Nuclear Education and Knowledge Management

Vasile Carutasu, Sorin Cristea and Daniela Carutasu, “Nicolae Balcescu” Land Forces Academy:
Using the Cost-Effectiveness Analysis in the Optimal Selection of Products

Gheorghe Militaru* and Anda Gheorghiu**, Politehnica University of Bucharest* and Hyperion University of Bucharest**:
Determinants of Knowledge and Technology Transfer Activities between Firms and Universities

Marius Milcu, Lucian Blaga University of Sibiu:
Conflict Management in Modern Organizations. Difficulties and Precautions in Designing and Carrying Out Research Initiatives

Carmen Domnariu and Ioana Moisil, Lucian Blaga Univeristy of Sibiu:
Aspects Concerning Organizational Climate and Culture and their Impact on Education

Radu Cotețiu, Adriana Cotețiu and Vasile Năsui, North University of Baia Mare:
Career and Guidance Centers and Getting Ready for Technological Change
Ioan G. Pop, University Emanuel Oradea: Considerations about the Transdisciplinary Knowledge Search Window in Mechatronical Education

Rodica Ştefănescu, Dan Cândea and Rodica M. Cândea, Technical University of Cluj-Napoca: Alumni – A Strategic Resource for Universities

11.00. Session 3.2. New curricula development
Venue: Senate Hall, 10 Victoriei Blv.
Chairman: Prof. Olaf Bassus, Hochschule Wismar, University of Applied Science, Technology, Business and Design, Germany

Daniela Popescu, Călin Neamţu and Radu Răcăşan, Technical University of Cluj-Napoca: Course on Measurement Uncertainty Developed in an International Consortium

Mihai Dragomir*, Diana Pitic**, Dorin Tifrea* and Cristian Codre*, Technical University of Cluj-Napoca*, Babes-Bolyai University of Cluj-Napoca**: Re-Engineering of a Graduate Level Educational Programme

Stelian Brad, Emilia Brad and Bogdan Mocan, Technical University of Cluj-Napoca: Bringing the Edge of Competitiveness into Engineering Design Education: The UTC-N Experience

Roland Moraru*, Gabriel Băbuţ*, Lucian-Ionel Cioca** and Crinela Monica Băbuţ*, University Of Petroşani* and Lucian Blaga University of Sibiu**: Ground Rules and Benchmarks for Environmental Protection Integration in University Education

Ona Anghel, Smaranda Buju and Maria Ileana Carcea, Technical University “Gh. Asachi” Iasi: Differentiated Curriculum for Developing Research Competence

Deniz Ünsalan* and Kunsel Izet-Ünsalan**, Piri Reis University, Istanbul, Turkiye* and Maritime Systems and Equipment Department, Ovidius University, Constanta**: Marine Engineering Education for the 21st Century-Addressing the Oncoming Innovations in Ship Technology

Mirela Pop and Delia Tanase-Robescu, “Politehnica” University of Timișoara: Towards a New Curricular Design for Foreign Language Teaching in Romanian Technical Universities
Octavian Bologa*, Walter Beck**, Peter Schupp**, Radu Breaz*, Gabriel Racz* and Florin Ionescu***, Lucian Blaga University of Sibiu*, Steinbeis Hochschule Berlin, Germany** and Hochschule für Technik, Wirtschaft und Gestaltung Konstanz, Germany**: A Decision Algorithm for Optimizing the Specialty Curricula in Machine Tools and Production Systems Engineering Studies

Daniela Cosma, Benoni Sfarlog, Leontin Stanciu and Daniel Constantin, “Nicolae Balcescu” Land Forces Academy, Sibiu: OFD New Curricula Development In “Nicolae Balcescu” Land Forces Academy

Gabriela Mihailă–Lică, Crenguţa Macovei, Marioara Pateşan, Ștefania Bumbuc, “Nicolae Balcescu” Land Forces Academy, Sibiu, The Relationship Between Motivation, Anxiety, Learning Strategies And English Language Learning: A Study On The Cadets Of The Land Forces Academy Of Sibiu

12.30 Lunch
Venue: University Canteen, 31 Victoriei Blvd.

14.00. Session 4.1. Multimedia in engineering and business education & HCI (Human Computer Interaction) applications for educational purposes – 1
Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chairman: Dr. Hartmut Domröse, Hochschule Wismar University of Technology, Bussiness and Design, Wismar, Germany

Mihai Caramihai and Irina Severin, Politehnica University of Bucharest: Multimedia and Web 2.0: New Challenges of VET

Radu Meza and Andrei Costina, Babes-Bolyai University of Cluj-Napoca: Adlib Network and Web Feed Powered e-Learning Systems

Mariana Jurian, Ioan Lita, Daniel Alexandru Visan and Ion Bogdan Cioc, University Of Pitesti: Wireless Technologies for Improved e-Learning Platforms Used in Higher Education

Luminița Ruxandra Fărnoagă* and Aurelia Grigoriu**, National Art University of Bucharest* and Gheorghe Asachi Technical University of Iasi**: 3d Simulation of Tinctorial Processes Applied to Acid Dyes
Ghiță Bârsan, Benoni Sfarlog, Luminița Giurgiu, Dănuț Mosteanu, Romana Oancea, Elena Floristineanu and Gabriela Lica-Mihaila, “Nicolae Bălcescu” Land Forces Academy Sibiu: Implementing e-Content in the Field of Mechanical Engineering – A Lesson Learned

Ioan Bondrea, Timea Zilcsak and Carmen Simion, Lucian Blaga University of Sibiu: How to Learn a Biped Robot to Walk

Elena Abrudan, Babes-Bolyai University: The influence of new visual interface design on Education Dynamics.


Sorin Borza and Nicolae Cofaru, Lucian Blaga University of Sibiu: Visual Programming in Gas Engineering Education

Ion Chira and Bogdan Alexandru Verdeș, Politehnica University of Bucharest: Multimedia Elements Dedicated to Business Engineering and Education

Nicolae Paraschiv, Constantin Silviu Popovici, Marian Popescu, Petroleum - Gas University of Ploiești, Online laboratory solution based on interactive web application

Daniela Cosma, Octavian Bogdan, Gheorghe Ratiu, Alexandru Rizescu and Mioara Patesan, “Nicolae Balcescu” Land Forces Academy of Sibiu: The Simulation Method And The Information Systems Working For Educational Purposes

16.00 Coffee break Venue: Session Venue

14.00. Session 4.2. Social and philosophical aspects of engineering and business education & LifeLearn and the European Qualification Framework
Venue: Senate Hall, 10 Victoriei Blvd.
Chairman: Tim Clarke, University of Wales Institute Cardiff

Daniel Mara and Elena-Lucia Mara, Lucian Blaga University of Sibiu: The Development of Metacognitive Skills at Students
Elena-Lucia Mara and Daniel Mara, Lucian Blaga University of Sibiu: 
Methodological Guidelines in Adult Education

Alin Gilbert Sumedrea, Lucian Blaga University of Sibiu: A New 
Psychological Theory for an Artificial Intelligence Engine

Laurenţiu Slătineanu*, Margareta Coteaţă*, Alina Chirilă** and 
Gheorghe Creţu*, Technical University “Gheorghe Asachi” Of Iaşi* and 
University “Al. I. Cuza” Of Iaşi: Traditional and Modern in Tackling the 
Technical Problems

Crisanta-Alina Mazilescu*, Anca Draghici**, Ana-Andreea Mihartescu** 
and Doru Constantin***, Rouen University, Politehnica University of 
Timisoara*, Politehnica University of Timisoara**, Real Business 
Timisoara***: Aspects of Scientific and Technological Culture at Students in 
Technical Sciences

Horia-Costin Chiriac, “Gheorghe Asachi” Technical University of Iasi: 
Descriptive Imaginary and Engineering Education

Constantin Oprean and Mihaela Alina Vanu, Lucian Blaga University of 
Sibiu: An Approach to the Psychological Dimension of the Engineer-Professor

Marilena Milcu, Lucian Blaga University of Sibiu: The Management of 
Translation in Modern Organizations

Tudor Stanciu*, Kari A. Koskinen** and Mihai Dragomir***, “Gh. 
Asachi” Technical University of Iasi* and Printel Ltd Edufin, City Of Vantaa, 
Finland**, Technical University of Cluj Napoca***: A Knowledgeable 
Educator is the Most Valuable Asset

Claudiu V. Kifor*, Constantin Oprean*, Nicolae Georgescu**, Sorin 
Negulescu*, Lucian Blaga University of Sibiu* and Alma Mater University of 
Sibiu**: Engineering Education: Dense Teaching for Life-Long Learning

Mariana Iatagan and Raluca Zorzoliu, Spiru Haret University of Bucharest: 
Diagnostic Analysis of Training in the European Area

Doina Carp, The National Centre for Staff Training and Staff Development in 
Pre-University Education, The Future European Co-Operation in Education 
and Training
16.00  Coffee break  Venue: Session Venue

16.30.  Session 5.1. Multimedia in engineering and business education & HCI (Human Computer Interaction) applications for educational purposes - 2  
Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.  
Chair: Dr. Margaret Harris, University of Aberdeen, Scotland, UK

Gabriela Moise and Ionuț Lambrescu, Petroleum-Gas University of Ploiesti: The Ergonomics of the Educational Virtual Space Used in Engineering

Ovidiu Nicolescu, Ion Cochina and Florin Anghel, Academy of Economic Studies, Bucharest: Modern Methodologies for Complex Managerial Simulations

Marcu Fratila, Lucian Blaga University of Sibiu: Software Application for Structure Examination of Plane Iron Bar Beam

Anca Sipos and Ion-Dan Mironescu, Lucian Blaga University of Sibiu: Collaborative Learning Environment for Bioprocess Control

Nicolae Dorel Paraian, Dan Paul Brindasu and Livia Dana Beju, Lucian Blaga University of Sibiu: Online Software Application for Milling Cutting

Alina Eugenia Lascu, Sorin Constantin Negulescu, Marius Cioca and Mihai Zerbes, Lucian Blaga University of Sibiu: Interface agents as virtual tutors

Ioan Lita, Mariana Jurian, Ion Bogdan Cioc and Daniel Alexandru Visan, University of Pitesti: Technologies for Data Acquisition and Monitoring of Measured Parameters over Internet

Ioan Lita, Mariana Jurian, Daniel Alexandru Visan and Ion Bogdan Cioc, University of Pitesti: Innovative FPAA Based Platform for Study of Communication Circuits and Techniques in University Laboratories

Florentina Magda Enescu and Gheorghe Săvoiu, University of Pitești: Studies and Researches on the Interpretation of Visual Images in Educational Management
Romana Oancea*, Stefania Kifor**, Gabriela Mihaila-Lica*, Ghita Barsan*, Stefan Demeter* and Danut Mosteanu*: “Nicolae Bălcescu” Land Forces Academy of Sibiu* and Lucian Blaga University of Sibiu**: Considerations on Skin Colour Algorithms used for Candidate Faces Detection

Constantin Popa*, Gheorghe Lazaroiu**, Susan Oleg**, Alexandru Chisacof** and Valeriu Panaitescu**, „Alexandru Ioan Cuza” Police Academy – Fire Officers Faculty* and University “Politehnica” of Bucharest: The Use of FDS Fire Modelling Software for Educational Purposes

Ionela Rotaru, Nicoale Dorel Paraian and Lucian Lobont, Lucian Blaga University of Sibiu: Functional Dimension and Technological Dimension – Self-Directed e-Learning Module

Mariana Nagy*, Simona Dzîţac** and Mihaela Vizental*, “Aurel Vlaicu “University of Arad* and University of Oradea**: Educational Spreadsheets for Master Students in Management and Business Administration

16.30. Session 5.2. Quality management in engineering and business education 1
Venue: Senate Hall, 10 Victoriei Blv.
Chairman: Prof. Claudiu Kifor, Lucian Blaga University of Sibiu, Romania


Nederita Victor, Ciudin Rodica, Valentin Petrescu and Toderita Nemes, Lucian Blaga University of Sibiu: Environmental Engineering Education in Romania

Irina Severin and Mihai Carmihai, Politehnica University of Bucharest: Commitment for Excellence Approach


Emilia Alina Cumpanasoiu, Lucian Blaga University of Sibiu: Quality in e-Learning
Balkan Region Conference on Engineering and Business Education &
International Conference on Engineering and Business Education,
15-17 October 2009 / Lucian Blaga University of Sibiu, Romania

Otto Ketney, Mihaela Tiţa, Ovidiu Tiţa, Cristina Tiţa and Nicoleta Mândorean, Lucian Blaga University of Sibiu: Evaluation and Monitoring Milk-Raw Material Quality in Maramures County in Terms of Content of Aflatoxins

Otto Ketney, Mihaela Tiţa, Ovidiu Tiţa, Letiţia Oprean and Nicoleta Mandorean, Lucian Blaga University of Sibiu: Elisa Techniques to Detect Aflatoxin M1 in Dairy Products and the Role of these Activities to the Training of the Future Specialists in Expertise and Quality Control of Milk and Dairy Products

Ovidiu Tiţa, Letiţia Oprean, Mariana Pacala, Ciprian Tusa, and Cristina Tiţa, Lucian Blaga University of Sibiu: The Impact of Supercritical Liquids Using in the Leading of Extraction Processes in Training Technological Engineers for Food Industry

Irina Tudor and Liviu Ionita, Petroleum-Gas University of Ploiesti: A Knowledge Management Approach through Intelligent Agents as Data Mining Techniques

Cătălina Monica Alexe, Cătălin George Alexe and Cristina Petronela Simion: Politechnica University of Bucharest: Service Quality in the Low-Cost Airlines

Ioan Felea*, Anatol Carabulea**, Simona Dziţac* and Eva Barla*, University of Oradea and Polytechnic University of Bucharest**: Realities and Aims Regarding the Quality Management Processes from Technical Higher Education

Lucian Lobont*, Alina Lungu** and Magdalena Ionela Rotaru*, Lucian Blaga University of Sibiu* and Counseling Psychology and Psychotherapy "Babes-Bolyai" University - Cluj-Napoca**: Training for Research in Engineering Study Programmes

Alexandra Horobet*, Livia Ilie** and Adrian Ilie*, Academy of Economic Studies, Bucharest* and Lucian Blaga University of Sibiu**: Differentiation Strategies for Business Schools in Emerging Markets: The Case of Romania

19.00 Buses leaving from Lucian Blaga University Building
10 Victoriei Blv.

19.30 **Barbeque party** **Venue: Apfelhaus, Cisnadioara**
SATURDAY, 17 OCTOBER 2009

09.00    Plenary session 3
Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chairman: Professor Colin Chisholm, Emeritus Professor, Glasgow, Caledonian University, Scotland, UK.

Margaret S. G. Harris*, Colin U. Chisholm** and Malcolm Allan**, School Of Education, University of Aberdeen, Scotland, UK* and School of Engineering and Computing, Glasgow Caledonian University, Glasgow, Scotland, UK**: How the Life-learn Concept Relates to the European Qualifications Framework

Olaf Bassus, and Natalie Neumann, Hochschule Wismar, University Of Applied Science, Technology, Business and Design, Germany: Gender in Entrepreneurship: Project “P∞ – Success is Female!” (Program “Power for Women Entrepreneurs”) at Wismar University

Yolanda - Mirela Catelly, Politehnica University of Bucharest: Innovation in the Engineering Tertiary Education – On Foreign Language Learning and Using Strategies

Daniela Pusca* and Marius Chiliban**, University of Windsor, Canada* and Lucian Blaga University of Sibiu**: Reforming the Engineering and Design Course for the First Year Engineering Students: with or without CAD

10.30    Coffee break    Venue: Conference Venue

Venue: Avram Iancu Auditorium, 5-7, Victoriei Blvd.
Chair: Daniela Pusca, University of Windsor, Canada

Nicolae Moro* and Carmen Simion**, “Nicolae Bălcescu” Land Forces Academy of Sibiu* and Lucian Blaga University of Sibiu**: Ways to Further Improve the Quality of Education by Applying the Methodology “Six Sigma”

Mariana Liliana Păcală*, Ovidiu Tita*, Mihaela Begea** and Alexandrina Sirbu***, University Lucian Blaga of Sibiu*, Food Research Institute of Bucharest, Fermentative Technologies Laboratory** and University Constantin Brâncoveanu of Râmnicu-Vâlcea***: HACCP Study and Validation by QMSFSM for Brewing Process – Application for Training of Students from Food Technologies
Constantin Oprean*, Mihail Titu*, Daniel Grecu** and Cristina Tanasescu*, Lucian Blaga University of Sibiu* and Autoklass Sibiu**: Study Regarding the Importance of the Activity of Training in Quality Management within the Department of Post-Sale Services in the Knowledge-Based Organization

Mihail Titu*, Constantin Oprean*, Daniel Grecu** and Cristina Tanasescu*, Lucian Blaga University of Sibiu* and Autoklass Sibiu**: Studies and Research on Customer Complaint Management in the Activities of Post Sale Services within the Knowledge-Based Organization

Hortensia Gorski*, Luigi Dumitrescu** and Mircea Fuciu*, Romanian-German University of Sibiu* and Lucian Blaga University of Sibiu**: Information Quality – A Vital Tool for the Information Age

Luigi Dumitrescu*, Hortensia Gorski** and Mircea Fuciu*, Lucian Blaga University of Sibiu* and Romanian-German University of Sibiu: Market Segmentation – Determining Factor of the Company’s Creativity

Marius Milcu, Lucian Blaga University of Sibiu: Strategies and Techniques used in Conflict Management within Work Groups and Organizations: a practical guide

Carmen Simion and Lucian Lobont, Lucian Blaga University of Sibiu, Evaluation of graduates academic qualification.

Calin Deneş, Lucian Blaga University of Sibiu: The Importance of Communication in Training Engineers

Daniela Cosma, Leontin Stanciu, Alexandru Rizescu and Marioara Patesan “Nicolae Balcescu” Land Forces Academy: UNESCO Policy, Strategic Goals of European Union Concerning Education and National Capacity Development in Educational Planning and Management

12.15 Closing of the conference
Venue: Aula Avram Iancu

12.30 Lunch
Venue: University Canteen, 31 Victoriei Blvd.

14.00 Excursion
Buses leaving from Lucian Blaga University Building
10 Victoriei Blvd.
GENERAL INFORMATION

General information on Sibiu and relevant tourist information can be found in the conference brochure. Please see the below map and identify the main locations of the conference.

Map of Sibiu – conference venue

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Senate Hall</td>
<td>10 Victoriei Blvd.</td>
</tr>
<tr>
<td>2. University Library, Aula Magna</td>
<td>4 Lucian Blaga Str.</td>
</tr>
<tr>
<td>3. Avram Iancu Auditorium</td>
<td>5-7 Victoriei Blvd.</td>
</tr>
<tr>
<td>4. Univ. Canteen</td>
<td>31 Victoriei Blvd.</td>
</tr>
<tr>
<td>5. Conference banquet, Roman Emperor</td>
<td>4, Nicolae Balcescu Str.</td>
</tr>
<tr>
<td>6. Barbeque party Apfelhaus</td>
<td>Cisnadioara</td>
</tr>
<tr>
<td>7. Excursion Open Air Museum - Astra</td>
<td>Sibiu, Calea Rasinari</td>
</tr>
</tbody>
</table>
VENUE
The Conference will be held at the Lucian Blaga University of Sibiu. Specific locations for different sessions and activities are indicated in the programme.

CONFERENCE PROCEEDINGS
The Conference Proceedings will be given to delegates at the Conference. Additional volumes of Conference Proceedings can be purchased at the Conference Venue.

REGISTRATION INFORMATION

FULL REGISTRATION
Registration fees are structured to ensure a benefit to Conference registrants. These fees include attendance at the sessions, Conference Proceedings, morning and afternoon coffees, lunches, cocktail party, barbecue party, excursion and conference banquet.

ACCOMPANYING PERSON/GUESTS
Accompanying person/guests will be welcome at the Conference functions. However, they must register as Accompanying Persons. The Accompanying Person's Package fee is Euro 100.

The Accompanying Persons Package includes the following: excursion, barbecue party, conference banquet, morning & afternoon coffees, and lunches.

OTHER CONFERENCE FEES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>Lunch</td>
<td>5 EURO</td>
</tr>
<tr>
<td>Excursion and barbecue party</td>
<td>15 EURO</td>
</tr>
<tr>
<td>Proceeding</td>
<td>20 EURO</td>
</tr>
<tr>
<td>Conference banquet</td>
<td>15 EURO</td>
</tr>
</tbody>
</table>

CANCELLATION
Registration fees for the Conference are fully non-refundable.

NON-ATTENDANCE
No refunds will be given for non-attendance. A replacement delegate may be substituted.
REGISTRATION FORM & PAYMENT DETAILS

Title/Position: 
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Paper Title(s): 

Registration fee: 200 EURO

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IBAN: RO25RNCB0227036056060001

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Claudiu Vasile KIFOR, Professor,
Director of the research department
Lucian Blaga University of Sibiu
10 Victoriei Blvd., 550024, Sibiu, Romania
Phone: 004 0269 211001, Fax.: 004 0269 217887
Email: conf.brcee@ulbsibiu.ro

I, the undersigned, on behalf of all the authors of the paper, fully accept the Conference Format and Conditions.

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