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Abstract

Based on the current socio-economic realities of training and professional development, the paper aims to present the concept of competence, in the knowledge-society, that has become a key concept and especially how the competences training, is regarded as a major solution to global socio-economic problems. Competence training is regarded, at the European level, as a major solution to global socio-economic problems. In this context, higher economic and business education, assigned the multiple tasks to them, which can be solved using effective and flexible sources like material, human and capital, that could overcome the well-known inertia of higher education systems.

The paper presents some current guidelines in education, training and related competences development, training models from the perspective of university economic education, examples of definition, development and assessment of specific economic field competences. Examples were made in the context of the marketing field at the potential meaning of this qualification, which is currently discussed and is still in its early recovery in the economic and business. This field it is still considered by the Romanian business environment like an expense rather than as an investment.

Keywords: competences, economic, marketing, higher education, assessment

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