CONSIDERATION REGARDING THE ROLES OF THE SDE IN HIGHER EDUCATION

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Key words: Educational services, sustainable development, orientation career, the SDE of USAMV

SUMMARY

The current paper is part of a complex study regarding the role and activity of experimental didactical stations, which appertain to the universities, regarding the practical activity and the scientific research of academic faculty and students. The main objective of the present paper is to analyze the concept of marketing education, by analyzing the relations between university and society, one of the topics in the current international debate.

The universities have to adapt their marketing mix in order to offer an attractive educational package. In order to do that, learning should pass the class walls by incorporating technical and complex disciplines, the most important are those which combine theoretical and experimental items having a major importance.

In the University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca this desideratum was and can very much be obtain in The Experimental Didactical Station Cluj-Napoca. The Experimental Didactical Station of USAMV Cluj-Napoca was founded in 1869. Even in the beginning of its activity SDE constituted the general basis of developing the practical instruction and scientifically research activities made by the teachers and students making it a powerful center of spreading the new in agriculture in Transylvanian and throughout the country. We consider necessary to review and point out its role in higher agriculture learning, so that objectives of educational process, the fact of learning does not regard only theoretical knowledge’s but also each person’s competence to adapt to real life situation, new once, to work in a team, to apply what they learn.

In order to support this, the Experimental Didactical Station Cluj-Napoca is able to contribute white its technological basis both in animal and vegetal sectors.

Through the technological practice hours, management projects, degree theses, different diagnosis made by students in the instructional process certain advantages can be gained for both parties.

BIBLIOGRAPHY