

Continuous Improvement of Processes and Activities within Transilvania University of Braşov Based on Student Ideas. Be Central! Internal Project Competition

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Abstract

Approaching managerial issues within Transilvania University of Braşov (UNITBV) has often entailed opening up to a participative management policy based on student involvement. In this regard, for some time, UNITBV management has introduced various internal project competitions addressed to the students, based either on imposed topics, or on topics suggested by the students. Starting with the academic year of 2019-2020, Transilvania University of Braşov has released a large-scale internal project competition entitled Be Central!, with a name derived from the official slogan of the institution: Learn to be Central!, which, in its turn, is a toponym also mirroring the mission of the University. The amount annually allotted by the University, from its own revenue, to finance the best and most interesting 10 student project proposals, within several recommended priority areas, is of maximum 1 million euros, out of which 30% from each is dedicated to the financial rewards of the students implementing them. Not few have been the results obtained, as well as the elements of efficacy, as a very modern approach was used at a macro-management level, that of gamification, which boosted student motivation and created a great sense of belonging to the academic community among the participants. The most important outputs could be associated to the strategy of digitalising the academic processes and to the processes of adapting the educational activities to the pandemic situation.

Keywords: digitisation, student projects, organisational culture, gamification, motivation