

**CERCETARE DE MARKETING PRIVIND  
PERCEPȚIA STUDENȚILOR ASUPRA  
ORIENTĂRII CĂTRE COMPETENȚE  
A OFERTEI EDUCAȚIONALE DIN CADRUL  
UNIVERSITĂȚII TEHNICE DIN CLUJ-NAPOCA**

**A MARKETING RESEARCH ON STUDENTS'  
PERCEPTION TOWARDS EDUCATIONAL  
SKILLS ORIENTATION WITHIN THE  
TECHNICAL UNIVERSITY OF CLUJ-NAPOCA**

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**Abstract:** The present paper touches upon some synthetic coordinates of a research applied on students from Technical University of Cluj-Napoca with the aim of evaluating their perceptions on educational skills orientation, especially skills obtained by introducing Entrepreneurship disciplines. The research method was the survey and the instrument used was the questionnaire. The questionnaire development was centered on the research objectives and hypotheses. The pretest phase was conducted on a sample of 25 respondents. After this stage, the final structure of the questionnaire was obtained. The multistage random method was used in establishing the final sample, 95 students being thus investigated. The research results can be used by the Technical University of Cluj-Napoca leadership for the development and implementation of guidelines aimed to improve educational skills.

**Keywords:** research applied, entrepreneurship, educational skills.