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Fondul Social European  
POSDRU 2007-2013



Instrumente Structurale  
2007-2013



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Universitatea  
**POLITEHNICA**  
din București

Strategic Program for  
promoting **Innovation**  
in **Services**  
through Open and Continuous **EDucation**

# Presentation of **INSEED** Project

University “Politehnica” of Bucharest

**Strategic Program for Promoting Service Innovation through  
Open, Continuous Education (INSEED)**

POSDRU/86/1.2./SI/57748

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FONDUL SOCIAL EUROPEAN

Investește în  
**OAMENI**



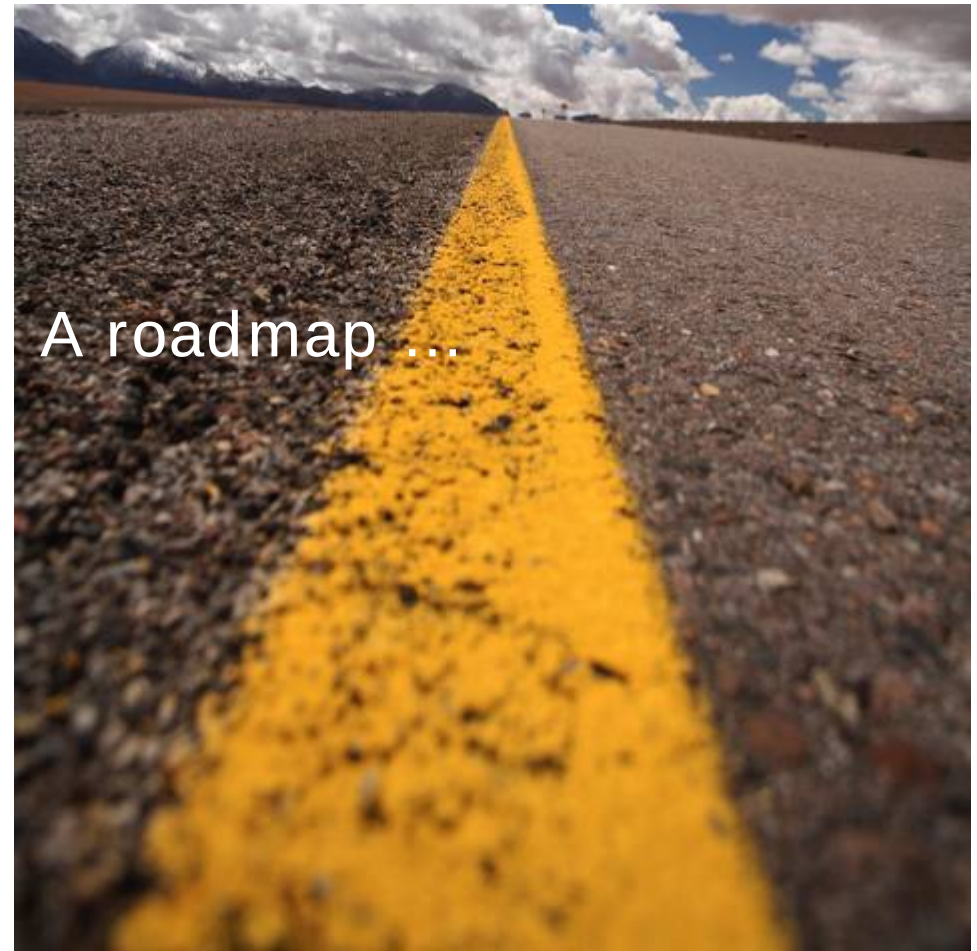
# General Objective



Create a modern framework for training and competencies development in higher education, in the domain of service science, design and management.

Promote innovation in service industry, based on a model of open and continuous education and a distributed information infrastructure organized as a Cloud, with virtualized resources, accessible as services and interconnected with European structures.

- ▶ New types of services: knowledge intensive, scientifically founded, computerized
- ▶ T-shaped education for service innovation
- ▶ Service development and innovation influenced by the Service Science



# Competencies, abilities, skills

***T-shaped professionals***, capable to produce viable solutions in their specific domains, but also having the capability to understand and interact with specialists from a wide range of disciplines and functional areas

## Complex communication



- ▶ Orientation towards services
- ▶ Modeling, design and management for service systems
- ▶ Analyze co-creation of value
- ▶ Analyze service life-cycle
- ▶ Service supply and monitoring
- ▶ Developing new services
- ▶ Interdisciplinary communication
- ▶ Business analysis, development and management
- ▶ Sales and marketing
- ▶ Communication skills

# Specific objectives



1. Developing an open and continuous education model, with a flexible institutional framework for initial formation and for maintaining competencies in conception, design, implementation, execution and management of service oriented systems.
2. Developing, implementation, accreditation and integration in the European higher-education system of a new master program: **"Service Engineering & Management"** - and of new educational modules for sector services: e-health, e-business, e-government, manufacturing, supply chain, telecommunications, energetics, electrical engineering and metrology.
3. Developing the capacity of formation and the educational offer, improving quality and consolidating trans-national cooperation, by realizing a distributed information infrastructure as a Cloud with virtualized resources, accessed as services, and a multidisciplinary e-learning platform, used for collaborative on demand learning, for documentation and sharing research and development resources/results.
4. Creating and consolidating an open, interactive and collaborative space, INSERT@SPACE for universities, industry, governmental institutions and European structures, for promoting service innovation by information/demonstrations, technologic transfer and developing new solutions for service systems.

# Partners



- ❑ University Politehnica of Bucharest (UPB) – **coordinator**
- ❑ University Transilvania of Brasov (UTBv)
- ❑ Bucharest University of Economics (ASE)
- ❑ University of Medicine and Pharmacy Carol Davila of Bucuresti (UMF)
  
- ✓ **Technical responsible:** Theodor Borangiu (UPB)
- ✓ **Scientific Council:**
  - Valentin Cristea (WP1), Anca Ionita (WP2), Nicolae Tapus (WP3), Adina Florea (WP4)
  - Sorin Moraru (UTBv), Anamaria Ciobanu (ASE), Ileana Constantinescu (UMF)
  - Nicolae Militaru (UPB), Claudia Popescu (UPB), George Darie (UPB)
  - Adrian Curaj (UPB)
  - Romeo Ilie (consultant)

# Work - packages

WP1. Elaborate the open and continuous education model, in the domain of service science, design and management

WP2. Define, develop and perform a multi-regional interdisciplinary educational program for service analysis, design and management, in correlation with the National Qualification Framework for Higher-Education

WP3. Develop a collaborative, open, trans-national e-learning platform, with virtualized resources accessed as services, and sharing education and research resources for promoting service innovation

WP4. Promote service innovation by disseminating and facilitating research results transfer in the open, collaborative space [INSER@SPACE](mailto:INSER@SPACE)

WP5. Procurement

WP6. Communication

WP7. Project management

