



SYLLABUS

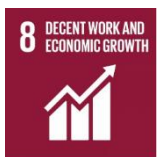
Academic Year 2023-2024

1. Information regarding the program

1.1. Higher education institution	Babeş-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study program/Qualification	Business Administration (English)

2. Information regarding the course

2.1. Name of the course	Antreprenoriat/Entrepreneurship						
2.2. Code	ILE0043						
2.3. Course coordinator	Assoc. Prof. Dr Monica Maria COROŞ						
2.4. Seminar coordinator	Assoc. Prof. Dr Monica Maria COROŞ						
2.5. Year of study	3	2.6. Semester	2	2.7. Type of evaluation	E	2.8. Type of course	Mandatory



3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	Of which: 3.5. lecture	24	3.6. seminar/laboratory	12
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					29
Additional documentation (in libraries, on electronic platforms, field documentation)					29
Preparation for seminars/labs, homework, papers, portfolios and essays					19
Tutorship					2
Evaluations					2
Other activities:	Preparation for the final exam				8
3.7. Total individual study hours					89
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none">The students are expected to attend both the lectures and the seminars with their mobile phones shut off.
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	<ul style="list-style-type: none"> The students are expected to contribute during the lecture hours by asking questions and with short interventions based on the literature that they have read. They also must read the sources indicated by the teacher.
5.2. for the seminar/lab activities	<p>The project (Business Concept) is compulsory and it is going to be realized pairs or in teams of maximum 3 students. Further details regarding the structure of the project are going to be detailed during the first seminar. The projects are going to be submitted in printed form after the half of the semester.</p>

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> C1.2. Explanation and interpretation of the economic influence of the external environment on companies/ organisations C1.3. Use of appropriate tools to analyse the influence of the external environment on companies/ organisations C2.1. Identification of economic concepts and theories related to companies/ organisations C2.4 Critical and constructive evaluation of how problems related to the operation of companies/ organisations are explained and/ or solved C2.5. Development of an analysis of the relationships among company/organisation divisions in terms of economic implications
Transversal competencies	<ul style="list-style-type: none"> CT1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy CT2. Identification of roles and responsibilities within a multi-skilled team and use of effective teamwork and interpersonal techniques

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> To familiarize the students with the manner how an enterprise can be initiated and an SME can be managed while contributing to the development of decent work opportunities and economic growth
7.2. Specific objective of the course	<ul style="list-style-type: none"> To discuss in a systemic vision the most important issues involved by the projection, establishment, functioning and development of an SME. To analyze the entrepreneurial phenomenon in the case of the Romanian economy. To develop entrepreneurial skills. To highlight the determining role of the entrepreneur for an SME in the present economic context.

8. Content

8.1. Course	Teaching Method	Remarks
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1	Small and Medium-Sized Enterprises and Their Economic Role. Romanian SMEs' Development Throughout the 20 th Century	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
2	Entrepreneurship and Entrepreneur	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 lectures
3	The Business Opportunity	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
4	Starting a Business	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 lectures
5	The Management of a Small Business	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 lectures
6	Building the Team	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
7	The Strategy of SMEs	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
8	The Marketing of SMEs	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
9	The Financing of SMEs	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
Bibliography		<ol style="list-style-type: none"> 1 Audretsch, David B.; Grimm, Heike; Wessner, Charles W., 2005, <i>Local Heroes in the Global Village. Globalization and New Entrepreneurship Policies</i>, Springer Verlag. 2 Borza A., <i>Managementul întreprinderilor mici și mijlocii, Concepte și studii de caz</i>, Presa Universitară Clujeană, Cluj-Napoca, 2002 	



- 3 Borza A, Mitra C., Bordean, O., Mureșan A., Supuran, R., *Antreprenoriat. Managementul firmelor mici și mijlocii. Concepte și studii de caz*, Editura Risporint, Cluj-Napoca, 2008,
- 4 Burns, Paul, 2001, *Entrepreneurship and Small Business*, Palgrave.
- 5 Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, *The Economics of Small Businesses. An International Perspective*, Springer Physica-Verlag.
- 6 Friend, Graham; Zehle, Stefan, 2004, *The Economist Guide to Business Planning*, The Economist Newspaper Ltd.
- 7 Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, *The Family Business in Tourism and Hospitality*, CABI Publishing.
- 8 Grigore, Ana-Maria, 2012, *Antreprenoriat și management pentru afaceri mici și mijlocii*, C. H. Beck.
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- 12 Hessels, Jolanda, 2008, *International Entrepreneurship: Value Creation Across National Borders*, Erasmus Research Institute of Management (ERIM).
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- 14 Kotler Philip, *Managementul marketingului*, Editura Teora, București, 1997.
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- 16 Lee-Ross, Darren; Lashley, Conrad, 2009, *Entrepreneurship & Small Business Management in the Hospitality Industry*, Butterworth-Heinemann Elsevier.
- 17 Mariotti, Steve; Glackin, Caroline, 2012, *Antreprenoriat. Lansarea și administrarea unei afaceri*, BizzKit.
- 18 Neck, Heidi M., Neck, Christopher P., Murray, Emma L., 2020, *Entrepreneurship - International Student Edition. The Practice and Mindset*, Sage Publications (Library of the Faculty of Business).
- 19 Nicolescu Ovidiu, *Managementul întreprinderilor mici și mijlocii*, Editura Economică, București 2001.
- 20 Otolă, Iwona (Editor), Grabowska, Marlena (Editor), 2020, *Business Models: Innovation, Digital Transformation, and Analytics (Data Analytics Applications)* 1st Edition, Auerbach Publications (Library of the Faculty of Business).
- 21 Pinson, Linda, 2003, *Anatomy of a Business Plan*, 5th edition, eBook.
- 22 Rhodri, Thomas; Marcjanna, Augustyn (editors), 2007, *Tourism in the New Europe: Perspectives on SME Policies and Practices*, Elsevier.
- 23 Rusu, Sergiu, 2014, *Antreprenoriat în turism și industria ospitalității*, C. H. Beck.
- 24 Scarborough, Norman M., 2012, *Effective Small Business Management. An Entrepreneurial Approach*, 10th edition, Prentice Hall.
- 25 Sijde, Peter, van der Ridder, Annemarie Blaauw, Gerben, 2010, *Teaching Entrepreneurship - Cases for Education and Training*, Physica-Verlag HD (Library of the Faculty of Business).



	<p>26 Stokes, David, 1992, <i>Small Business Management. An Active-Learning Approach</i>, Continuum.</p> <p>27 Stokes, David, 1998, <i>Small Business Management. A Case Study Approach</i>, 3rd edition, Continuum.</p> <p>28 Tañău, Adrian Dumitru, 2011, <i>Entrepreneurship. Gândește inovator și pragmatic</i>, C. H. Beck.</p> <p>29 Wickham, Philip A., 2001, <i>Strategic Entrepreneurship. A Decision-Making Approach to new Venture Creation and Management</i>, Prentice Hall. Stokes D., <i>Managementul micilor afaceri</i>, Editura Casa Cărții de Știință, Cluj-Napoca, 2001.</p> <p>30 *** CARTA ALBA a IMM-urilor din România – collection of 2006-2021, Editura Olimp, București.</p>
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8.2. Seminar/laboratory		Teaching Method	Remarks
1	Introductory and organizing seminar. Presentation of the topics and of the requirements. The Analysis of the SMEs' Sector in Romania. The Feasibility Study I	Interactive exposition	1 seminar
2	The Feasibility Study II	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 seminar
3	The Business Model Canvas	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 seminar
4	The Business Plan	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 seminar
5	Submission of Business Concepts	Analysis and debate of case studies prepared by the teacher & Feedback for submitted projects	2 seminars
Bibliography	<p>1 Audretsch, David B.; Grimm, Heike; Wessner, Charles W., 2005, <i>Local Heroes in the Global Village. Globalization and New Entrepreneurship Policies</i>, Springer Verlag.</p> <p>2 Barringer, B. R., Ireland, R. D., (2012), <i>Entrepreneurship: Successfully Launching New Ventures</i>, 4th Edition, Pearson.</p> <p>3 Burns, Paul, 2001, <i>Entrepreneurship and Small Business</i>, Palgrave.</p> <p>4 Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, <i>The Economics of Small Businesses. An International Perspective</i>, Springer Physica-Verlag.</p> <p>5 Friend, Graham; Zehle, Stefan, 2004, <i>The Economist Guide to Business Planning</i>, The Economist Newspaper Ltd.</p> <p>6 Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, <i>The Family Business in Tourism and Hospitality</i>, CABI Publishing.</p>		



- 7 Grigore, Ana-Maria, 2012, *Antreprenoriat și management pentru afaceri mici și mijlocii*, C. H. Beck.
- 8 Gordon, Michael E., 2012, *Antreprenoriatul. Transformă-ți ideile în mașini de făcut bani*, Curtea Veche.
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- 16 Kuratko, Donald F., 2009, *Introduction to Entrepreneurship*, 8th edition, South-Western CENGAGE Learning.
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- 28 Zimmerer, T.W., Scarborough, N.M., Wilson, D., (2008), *Essentials of Entrepreneurship and Small Business Management – 5th Edition*, Pearson Education.
- 29 *** CARTA ALBĂ a IMM-urilor din România – collection of 2006-2020, Editura Olimp, București.



9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

With the purpose of establishing the contents of the discipline, there have been carried out documented researches regarding the contents of similar disciplines that are taught at prestigious universities from abroad. For a better correlation of the contents with the realities of the Romanian market, there have been organized meetings with businesspersons from Romania.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the grade (%)
	For the Entrepreneurship class, the students have the possibility to opt between taking a <i>final written exam (60%)</i> (multiple choice test + open-end questions and/or true or false questions) OR <i>final exam (15%) + oral examination (45%)</i> by making 3 mini-lesson presentations based on topics provided by the teacher (all mini-lessons must be documented from at least 3 sources; students are required to provide a written document containing the mini-lesson plus a presentation of the topic) – the topics and the schedule are organized in an editable document provided by the teacher by the end of the 1 st week of the semester via Teams).		
10.4 Course	<ul style="list-style-type: none"> • understanding of the basic notions of SMEs' management; • correctness and completeness of the acquired knowledge; • logic coherence; • specialized language; 	<i>Written examination.</i> The access to the examination process is conditioned by the submission of the <i>Business Concept Project</i> . !!! In order to attend the final exam, students must register for the exam, picking the first or the second date (through the Assignment created in this respect). All the conditions are valid for the re-sit exam, too.	60 % final exam*
		OR	
		<i>Final exam (written exam) and Three interventions</i> based on topics chosen by the students from the topics established by the teacher or proposed by the students (mini-lesson presentations)	15 % final exam* 45 % 3 mini-lessons (15% each mini-lesson)
* In order to pass the <i>final exam</i> and for the final grade to be calculated (the final grade contains the grade for the written exam (60 %) OR the grade for the written exam (15 %) and the grades received for the mini-lesson presentations made by the students (45 %), all students must pass the written exam (obtaining a grade of minimum 5 (five)).			



10.5 Seminar/Lab	<ul style="list-style-type: none"> • acquisition and understanding of the topics discussed both during the lecture hours and the seminars; • interest for personal development and preparation, seriousness in approaching the discussion topics 	Submission of the <i>Business Concept project</i> – in groups 3 students (preconditions the access to the final exam); further details are provided in class; the Business Concept is a compulsory activity; all students must prepare and submit the concept in order to have access to the final exam	40 %
	BONUS	Submission of the <i>Entrepreneurial Profile project</i> – individual essay, (students receive an interview guide and are expected to interview an entrepreneur; they must submit the recorded interview and an essay based on the interview).	15 %
10.6. Minimum Performance Standard			
➤ understanding and knowing the basic notions and the fundamental elements of SMEs' management.			

Date	Course coordinator	Seminar coordinator
<u>29.09.2023</u> Date of approval	<u>Assoc. Prof. Dr Monica Maria Coroș</u>	<u>Assoc. Prof. Dr Monica Maria Coroș</u>
	Head of Department	
<u>11.10.2023</u>		<u>Assoc. Prof. Dr Marius Bota</u>