




Syllabus Academic year 2023-2024

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Faculty of Business
1.3. Department	Hospitality services
1.4. Field of study	Business Administration
1.5. Study cycle	Master studies
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Antreprenoriat, inovare și dezvoltare de noi produse turistice/Entrepreneurship, innovation and development of new tourism products						
2.2. Code	IME0040						
2.3. Course coordinator	Assoc prof. Bota Marius PhD						
2.4. Seminar coordinator	Assoc. prof. Gică Oana Adriana PhD						
2.5. Year of study	1	2.6. Semester	2	2.7. Type of evaluation	C	2.8. Type of course	

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	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					32
Additional documentation (in libraries, on electronic platforms, field documentation)					32
Preparation for seminars/labs, homework, papers, portfolios and essays					32
Tutorship					2
Evaluations					2
Other activities:					8
3.7. Total individual study hours					108
3.8. Total hours per semester					150
3.9. Number of ECTS credits					6

4. Prerequisites (if necessary)

4.1. curriculum	Not the case
4.2. competencies	Not the case



5. Conditions (if necessary)

5.1. for the course	Lecture Hall equipped with video-projector, computer
5.2. for the seminar /lab activities	Room equipped with video-projector, computer

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> ✓ advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector ✓ ability to identify and diagnose the influences of global economic, political, cultural, and environmental factors specific to the hospitality and tourism sector, both internationally and locally ✓ drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	<ul style="list-style-type: none"> ✓ making effective use of various learning resources and techniques for personal development ✓ Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

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 students with the main aspects of identifying a business opportunity and transforming it into a successful business while developing students' entrepreneurial skills; • to introduce students to innovation and designing tourism experiences and its applications into business science.
7.2. Specific objective of the course	<p>Upon completion of this course subject, students will be able to:</p> <ul style="list-style-type: none"> • apply the entrepreneurship knowledge to a new or existing company; • use analytical and critical thinking skills to evaluate the feasibility of a business concept; • develop the communication and critical thinking skills to present and respond to critical questions related to the business plan; • analysis of mechanism for innovating and designing tourism experiences • study issues related to the innovation in hospitality and tourism • learning management and marketing tactics for the new tourism products



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TRADITIO ET EXCELLENTIA

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8. Content

8.1. Course	Teaching method	Remarks
<i>Development of entrepreneurship and intrapreneurship</i>	Interactive lecture	One lecture
<i>Analysis of entrepreneur and intrapreneur</i>	Interactive lecture	One lecture
<i>Small business Start-up</i> – the entrepreneurial process and the start-up; evaluation of start-up methods – buying an existing business, franchise and starting from scratch; risks of small business ownership	Interactive lecture	Two lectures
<i>Entrepreneurial creativity</i>	Interactive lecture	One lecture
<i>Strategy and the small business</i>	Interactive lecture	One lectures
<i>Sources of Funding: debt and equity</i>	Interactive lecture	One lecture
<i>The tourism product – an experience</i>	Interactive lecture	One lecture
<i>Tourism products from services to experiences</i>	Interactive lecture	One lecture
<i>Innovation in hospitality an tourism</i> Types of innovation	Interactive lecture	One lecture
<i>Innovation in hospitality an tourism</i> <i>Creativity</i>	Interactive lecture	One lecture
<i>Managing the innovation in tourism experiences</i> <i>Tourism product conceptualisation</i>	Interactive lecture	One lecture
<i>Managing the innovation in tourism experiences</i> <i>Developing tourism experiences</i>	Interactive lecture	One lecture
<i>Management and marketing tactics for the new tourism experiences</i>	Interactive lecture	One lecture
Bibliography	<ol style="list-style-type: none"> 1. Burger-Helmchen, T.(Ed.) (2012),<i>Entrepreneurship – Creativity and Innovative Business Models</i>, InTech 2. Harris, T., (2006) <i>Start-up : a practical guide to starting and running a new business</i>, ed. Springer, Berlin ; Heidelberg. 3. Hatten, T. S. (2009), <i>Small Business, Management, Entrepreneurship and Beyond</i>, Fifth Edition, South-Western, Cengage Learning 4. Hisrich, R. D., Peters, M.P., Shepherd, D. A. (2011), <i>Entrepreneurship</i>. Ed. McGraw-Hill, Boston 5. Hisrich, Robert D. and Claudine Kearney (2012), <i>Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company</i>, McGraw Hill. 6. Kuratko, D.F (2009), <i>Introduction to Entrepreneurship</i>, South-Western Cengage Learning 7. Lee-Ross, D., Lashley, C. (2009), <i>Entrepreneurship and Small Business Management in the Hospitality Industry</i>, Butterworth-Heinemann 8. Bota, M., Cosma, S. (2014), <i>Cercetarea-dezvoltarea noilor produse</i>, Editura Presa Universitara Clujeana, Cluj-Napoca 9. Drucker, P.F. (2006), <i>Innovation and Entrepreneurship</i>, Harper Paperbacks, New York 10. Kotler, P., Bowen, T.B., Makens J.C., <i>Marketing for Hospitality and Tourism</i>, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 11. Page, S., Ateljevic, J. (Eds.) (2009), <i>Tourism and Entrepreneurship-international perspectives</i>, Elsevier 12. Peters, M., Pikkemaat, B. (2005), <i>Innovation in Hospitality and Tourism</i>, The Haworth Hospitality Press, New York 	



	<p>13. Ratten, V., Braga, V., Álvarez-García, J., & Del Río, M. D. L. C. (Eds.). (2019). <i>Tourism innovation: Technology, sustainability and creativity</i>. Routledge.</p> <p>14. Reid, R.D., Bojanic, D.C., <i>Hospitality Marketing Management</i>, 5th ed., John Wiley&Sons, New Jersey, 2010.</p> <p>15. Smallbone, D. (2009), <i>Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research</i>. Ed. Edward Elgar Publishing, Cheltenham</p> <p>16. Stokes, D. R., Wilson N. (2006), <i>Small business management and entrepreneurship</i>, ed. Thomson, Canada; Mexico</p> <p>17. Timmons, J. A., Spinelli S. (2007), <i>New venture creation: entrepreneurship for the 21st century</i>. Ed. McGraw-Hill, Boston</p> <p>18. Văduva, S. (2014), <i>Developing entrepreneurship and creativity in the Romanian business environment</i>. Ed. Emanuel University Press, Oradea.</p>
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8.2. Seminar / laboratory	Teaching method	Remarks
<i>Presentation of seminar structure and requirements.</i>	Interactive lecture, processing documents	One seminar
<i>Organization of work groups</i>		
<i>Identifying opportunities in hospitality industry</i>	Case study	One seminars
<i>Entrepreneurial profile</i>	Case study	One seminars
<i>Business Model Canvas. Preparing a business plan</i>	Interactive lecture	One seminar
<i>Franchising and the small business. Taking Over an Existing Business. Starting a New Business</i>	Case study	One seminar
<i>Project presentation</i>	In class presentation and discussion	Two seminars
<i>The tourism product - an experience</i>	Case study	One seminar
<i>Innovation and creativity</i>	Case study	One seminar
<i>Tourism product conceptualisation</i>	Case study	One seminar
<i>Developing tourism experiences</i>	Case study	Two seminars
<i>Project presentation</i>	In class presentation and discussion	Two seminars

Bibliography	<p>1. Burger-Helmchen, T. (Ed.) (2012), <i>Entrepreneurship – Creativity and Innovative Business Models</i>, InTech</p> <p>2. Carter, S., Jones-Evans, D. (2006), <i>Enterprise and Small Business - Principles, Practice and Policy</i>, Second Edition, Pearson Education Limited</p> <p>3. Hatten, T. S. (2009), <i>Small Business, Management, Entrepreneurship and Beyond</i>, Fifth Edition, South-Western, Cengage Learning</p> <p>4. Hisrich, Robert D. and Claudine Kearney (2012), <i>Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company</i>, McGraw Hill.</p> <p>5. Kuratko, D.F (2009), <i>Introduction to Entrepreneurship</i>, South-Western Cengage Learning</p> <p>6. Lee-Ross, D., Lashley, C. (2009), <i>Entrepreneurship and Small Business Management in the Hospitality Industry</i>, Butterworth-Heinemann</p> <p>7. Bota, M., Cosma, S. (2014), <i>Cercetarea-dezvoltarea noilor produse</i>, Editura Presa Universitara Clujeana, Cluj-Napoca</p> <p>8. Crawford, C.M., Di Benedetto, C.A. (2005), <i>New Products Management</i>, McGraw Hill, USA</p> <p>9. Drucker, P.F. (2006), <i>Innovation and Entrepreneurship</i>, Harper Paperbacks, New York</p>
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10. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.
11. Page, S., Ateljevic, J. (Eds.) (2009), *Tourism and Entrepreneurship-international perspectives*, Elsevier
12. Peters, M., Pikkemaat, B. (2005), Innovation in Hospitality and Tourism, The Haworth Hospitality Press, New York
13. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&Sons, New Jersey, 2010.

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

The discipline is always renewed considering the novelties in the field. The course content is similar to courses from universities abroad.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of the finale grade
10.4. Course	<ul style="list-style-type: none"> • correct logical and coherent application of the concepts learned 	- <i>oral exam</i>	15 %
	<ul style="list-style-type: none"> • active participation to group discussions by formulating personal opinions. 		
10.5. Seminar/lab activities	<ul style="list-style-type: none"> • learning and understanding of issues dealt with at course and seminar; • correct logical and coherent application of the concepts learned 	Team Project (2 students) – development of a business concept in hospitality industry using the Business Model Canvas	70 % (70% written report; 30% presentation)
	<ul style="list-style-type: none"> • interest in the individual preparation throughout the whole semester 	<i>Investment decision Portfolio of activities</i>	10 % 5%
10.6. Minimum performance standards			
➤ Understanding key issues related to entrepreneurship and innovation in tourism and hospitality			



Date

Course coordinator

Seminar coordinator

29.09.2023

Assoc. prof. Bota Marius, PhD

**Assoc. prof. Oana Adriana Gică,
PhD**

Date of approval

11.10.2023

Head of department

Assoc. prof. Bota Marius, PhD