



SYLLABUS

Academic Year 2022-2023

1. Information regarding the program

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|-----------------------------------|---|
| 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 in Hospitality Services (English) |

2. Information regarding the course

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|--------------------------|--|---------------|---|-------------------------|---|---------------------|------------|
| 2.1. Name of the course | Antreprenoriat în industria ospitalităţii/Entrepreneurship in the Hospitality Industry | | | | | | |
| 2.2. Code | ILE0055 | | | | | | |
| 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 | 2 | 2.6. Semester | 2 | 2.7. Type of evaluation | E | 2.8. Type of course | compulsory |

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

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|---|--------------------------------|------------------------|----|-------------------------|-------|
| 3.1. Hours per week | 3 | Of which: 3.2. lecture | 2 | 3.3 seminar/laboratory | 2 |
| 3.4. Total hours in the curriculum | 56 | Of which: 3.5. lecture | 28 | 3.6. seminar/laboratory | 28 |
| Time allotment: | | | | | hours |
| Learning using manual, course support, bibliography, course notes | | | | | 30 |
| Additional documentation (in libraries, on electronic platforms, field documentation) | | | | | 30 |
| Preparation for seminars/labs, homework, papers, portfolios and essays | | | | | 20 |
| Tutorship | | | | | 2 |
| Evaluations | | | | | 2 |
| Other activities: | Preparation for the final exam | | | | 10 |
| 3.7. Total individual study hours | | | | | 94 |
| 3.8. Total hours per semester | | | | | 150 |
| 3.9. Number of ECTS credits | | | | | 6 |

4. Prerequisites (if necessary)

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|-------------------|---|
| 4.1. curriculum | - |
| 4.2. competencies | - |

5. Conditions (if necessary)



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| 5.1. for the course | <ul style="list-style-type: none"> The students are expected to attend both lectures and seminars with their mobile phones shut off. 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 | The project (Business Concept) is compulsory and it is going to be realized individually 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. |

6. Specific competencies acquired

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|---------------------------|--|
| Professional competencies | <ul style="list-style-type: none"> business environment research for substantiation of business decisions; implementing business development strategies in the hospitality industry; providing assistance in human resources management; |
| Transversal competencies | <ul style="list-style-type: none"> implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work; identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork. |

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

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| 7.1. General objective of the course | <ul style="list-style-type: none"> To familiarize the students with the manner how an SME can be managed. |
| 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 |
|-------------|-----------------|---------|
|-------------|-----------------|---------|



| | | | |
|--------------|--|--|------------|
| 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 |
| 10 | Types of Entrepreneurship | Interactive exposition and discussions based on examples offered both by the teacher and the students | 2 lectures |
| 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 Barringer, B. R., Ireland, R. D., (2012), <i>Entrepreneurship: Successfully Launching New Ventures</i>, 4th Edition, Pearson. 3 Burns, Paul, 2001, <i>Entrepreneurship and Small Business</i>, Palgrave. 4 Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, <i>The Economics of Small Businesses. An International Perspective</i>, Springer Physica-Verlag. 5 Friend, Graham; Zehle, Stefan, 2004, <i>The Economist Guide to Business Planning</i>, The Economist Newspaper Ltd. 6 Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, <i>The Family Business in Tourism and Hospitality</i>, CABI Publishing. | |



- 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.
- 9 Harris, Wendy Beech, 2001, *Against all Odds: Ten Entrepreneurs Who Followed Their Hearts and Found Success*, John Wiley & Sons.
- 10 Hatten, Timothy S., 2012, *Small Business Management. Entrepreneurship and Beyond*, 5th edition, South-Western CENGAGE Learning.
- 11 Hessels, Jolanda, 2008, *International Entrepreneurship: Value Creation Across National Borders*, Erasmus Research Institute of Management (ERIM).
- 12 Hillstrom, Kevin; Hillstrom Laurie Collier, 2002, *Encyclopedia of Small Business*, 2nd edition, A-I (Volume 1) and J-Z (Volume 2), Gale Group Thomson Learning.
- 13 Hisrich, R. D., Peters, M.P., Shepherd, D. A. (2011), *Entrepreneurship*. Ed. McGraw-Hill, Boston – disponibilă la Biblioteca de Studii Germane
- 14 Hisrich, Robert D. and Claudine Kearney (2012), *Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company*, McGraw Hill.
- 15 Kotler Philip, *Managementul marketingului*, Editura Teora, București, 1997.
- 16 Kuratko, Donald F., 2009, *Introduction to Entrepreneurship*, 8th edition, South-Western CENGAGE Learning.
- 17 Lee-Ross, Darren; Lashley, Conrad, 2009, *Entrepreneurship & Small Business Management in the Hospitality Industry*, Butterworth-Heinemann Elsevier.
- 18 Mariotti, Steve; Glackin, Caroline, 2012, *Antreprenoriat. Lansarea și administrarea unei afaceri*, BizKit.
- 19 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).
- 20 Nicolescu Ovidiu, *Managementul întreprinderilor mici și mijlocii*, Editura Economică, București 2001.
- 21 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).
- 22 Pinson, Linda, 2003, *Anatomy of a Business Plan*, 5th edition, eBook.
- 23 Rhodri, Thomas; Marcjanna, Augustyn (editors), 2007, *Tourism in the New Europe: Perspectives on SME Policies and Practices*, Elsevier.
- 24 Rusu, Sergiu, 2014, *Antreprenoriat în turism și industria ospitalității*, C. H. Beck.
- 25 Scarborough, Norman M., 2012, *Effective Small Business Management. An Entrepreneurial Approach*, 10th edition, Prentice Hall.
- 26 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).
- 27 Stokes, David, 1992, *Small Business Management. An Active-Learning Approach*, Continuum.
- 28 Stokes, David, 1998, *Small Business Management. A Case Study Approach*, 3rd edition, Continuum.
- 29 Tanțău, Adrian Dumitru, 2011, *Entrepreneurship. Gândește inovator și pragmatic*, C. H. Beck.



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| | <p>30 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>31 *** 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 | Interactive exposition | 1 seminar |
| 2 | The Feasibility Study | Interactive exposition and discussions based on examples offered both by the teacher and the students | 2 seminars |
| 3 | The Business Plan | Interactive exposition and discussions based on examples offered both by the teacher and the students | 2 seminars |
| 4 | Identification of the Business Opportunity | Analysis and debate of case studies prepared by the teacher | 1 seminar |
| 5 | The Profile of a Successful Entrepreneur | Analysis and debate of case studies prepared by the students | 2 seminar |
| 6 | Manners How a Business Can Be Started | Analysis and debate of case studies prepared by the teacher | 1 seminar |
| 7 | The Strategy of a Small Business | Analysis and debate of case studies prepared by the teacher | 1 seminar |
| 8 | Human Resource Management of SMEs | Analysis and debate of case studies prepared by the teacher | 1 seminar |
| 9 | Submission of Business Concepts | Analysis and debate of case studies prepared by the teacher & Feedback for submitted projects | 3 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> | | |



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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 (%) |
|------------------|--|--|-----------------------------|
| | <p>For the Entrepreneurship class, the students have the possibility to opt between taking a <i>final written exam (40%)</i> (multiple choice test + open-end questions and/or true or false questions) OR <i>final exam (10%) + oral examination (30%)</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 1st week of the semester).</p> | | |
| 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; | <p><i>Written examination.</i> The access to the examination process is conditioned by the submission of the <i>Business Concept Project</i>.</p> <p>!!! 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.</p> | 40 % final exam* |



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|---|--|---|---|
| | | <i>Final exam and Oral examination – Three interventions based on topics chosen by the students from the topics established by the teacher or proposed by the students (mini-lesson presentations)</i> | 10 % final exam* 30 % 3 mini-lessons |
| | * 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 (40 %) OR the grade for the written exam (10 %) and the grades received for the mini-lesson presentations made by the students (30 %) all students must pass the written exam (obtaining a grade of minimum 5). | | |
| 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>Entrepreneurial Profile project</i> –individually (students receive an interview guide and are expected to interview an entrepreneur; they must submit the taped interview and an essay based on the interview). | 20 % |
| 10.5 Seminar/lab activities | | Submission of the <i>Business Concept project</i> – individually or in groups of at most 3 students (preconditions the access to the final exam); further details are provided in class; | 40 % |
| | Bonus | Active participation during classes – by addressing pertinent questions | 10 % |
| 10.6. Minimum Performance Standard | | | |
| ➤ understanding and knowing the basic notions and the fundamental elements of SMEs' management. | | | |

Date

Course coordinator

Seminar coordinator

**Assoc. Prof. Dr Monica Maria
Coroș**

**Assoc. Prof. Dr Monica Maria
Coroș**



UNIVERSITATEA BABEȘ-BOLYAI
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FACULTATEA DE
BUSINESS
IN PARTNERSHIP
Facultatea de Business

Str. Horea nr.7
Cluj-Napoca, 400174
Tel.: 0264599170
Fax: 0264590110
E-mail: secretariat.tbs@ubbcluj.ro
Site: tbs.ubbcluj.ro

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică

