



**SYLLABUS**  
**Entrepreneurship**  
Academic Year 2025-2026

**1. Information regarding the program**

1.1. Higher education institution	Universitatea Babeș-Bolyai
1.2. Faculty	Business
1.3. Department	of Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme/Qualification	Business Administration /Bachelor in Economic Studies
1.7. Form of education	Full time

**2. Information regarding the discipline**

2.1. Name of the discipline		Entrepreneurship				Discipline code		ILE0043	
2.2. Course coordinator		Assoc. Prof. Monica Maria COROȘ, PhD							
2.3. Seminar coordinator		Assoc. Prof. Monica Maria COROȘ, PhD							
2.4. Year of study	3	2.5. Semester	II	2.6. Type of evaluation		E	2.7. Discipline regime		mandatory

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					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:					8
<b>3.7. Total individual study hours</b>					<b>89</b>
<b>3.8. Total hours per semester</b>					<b>125</b>
<b>3.9. Number of ECTS credits</b>					<b>5</b>

**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"> <li>Classroom equipped with videoconferencing system with interactive display, Internet access;</li> <li>Students are expected to contribute to the course through short interventions or specific questions. They must also review the materials indicated by the teacher;</li> </ul>
5.2. for the seminar activities	<ul style="list-style-type: none"> <li>The project (Business Concept) will be developed in teams of two people (exceptionally in groups of 3 persons), the deadline for submitting the project is the end of week 8. If, for objective reasons, this deadline cannot be met, a new deadline will be established by mutual agreement between the teacher and the students.</li> </ul>



Projects will not be accepted after the established deadline. The structure of the project will be discussed during the seminar in week 5. The date and time of the project presentation will be established and agreed upon no later than week 5, the presentations occurring during weeks 9<sup>th</sup> -12<sup>th</sup>.

### 6.1. Specific competencies acquired

Professional/ essential competencies	<ul style="list-style-type: none"><li>• C1.2. Explanation and interpretation of the economic influence of the external environment on companies/ organizations</li><li>• C1.4. Critical and constructive evaluation of how problems related to the economic influence of the external environment on companies/ organizations are explained and/ or solved</li><li>• C2.1. Identification of economic concepts and theories related to companies/ organizations</li><li>• C2.4 Critical and constructive evaluation of how problems related to the operation of companies/ organizations are explained and/ or solved</li><li>• C2.5. Development of an analysis of the relationships among company/organization divisions in terms of economic implications</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• TC1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy;</li><li>• TC2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques.</li></ul>

### 6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none"><li>• The student demonstrates the possession of a set of general knowledge on how to plan and manage human, material, and financial resources, how to motivate employees and monitor activities, as well as how to manage customer relations with companies operating in various sectors.</li><li>• The student has solid knowledge in the field of entrepreneurship.</li></ul>
Skills	<ul style="list-style-type: none"><li>• The student is able to analyze the organizational environment so that the business can adapt to the requirements and challenges they identified; the student can recommend appropriate strategies, techniques, and methods for solving management problems related to its core functions.</li><li>• The student leads, manages, and works effectively in teams, demonstrating a deep understanding of organizational dynamics.</li></ul>
Responsibility and Autonomy:	<ul style="list-style-type: none"><li>• The student is able to make decisions according to their position and to take responsibility towards higher hierarchical levels.</li><li>• The student demonstrates the ability to identify business opportunities and develop new business models.</li></ul>



## 7. Objectives of the discipline (outcome of the acquired competencies)

<b>7.1 General objective of the discipline</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>7.2 Specific objective of the discipline</b>	<ul style="list-style-type: none"> <li>To analyze the entrepreneurial phenomenon in the Romanian economy, and especially in the Romanian business environment;</li> <li>To develop entrepreneurial skills;</li> <li>To highlight the decisive role of the entrepreneur for SMEs, in the current economic context.</li> <li>To approach in a systemic vision the most important issues involved in the design, establishment, operation, and development of an SME.</li> </ul>

## 8. Content

8.1 Course	Teaching Methods	Remarks
Introduction and subject presentation. Small and Medium-Sized Enterprises and Their Economic Role. Romanian SMEs' Development Throughout the 20 <sup>th</sup> Century. What Are SMEs in Europe and other Areas, and What is Their Role	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	1 lecture
Entrepreneurship and Entrepreneur	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	2 lectures
The Business Opportunity	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	1 lecture
Starting a Business	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	2 lectures
The Management of a Small Business	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	2 lectures
Building the Team	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	1 lecture
The Strategy of SMEs	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	1 lecture
The Marketing of SMEs	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	1 lecture
The Financing of SMEs. Final remarks	<ul style="list-style-type: none"> <li>interactive lecture;</li> </ul>	1 lecture
<p><b>Bibliography</b></p> <p>Barringer, B. R., Ireland, R. D., 2012, <i>Entrepreneurship: successfully launching new ventures</i>, 4<sup>th</sup> Edition, Pearson</p> <p>Burns, Paul, 2001, <i>Entrepreneurship and Small Business</i>, Palgrave.</p> <p>Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, <i>The Economics of Small Businesses. An International Perspective</i>, Springer Physica-Verlag.</p> <p>Friend, Graham; Zehle, Stefan, 2004, <i>The Economist Guide to Business Planning</i>, The Economist Newspaper Ltd.</p> <p>Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, <i>The Family Business in Tourism and Hospitality</i>, CABI Publishing.</p> <p>Harris, Wendy Beech, 2001, <i>Against all Odds: Ten Entrepreneurs Who Followed Their Hearts and Found Success</i>, John Wiley &amp; Sons.</p> <p>Hatten, Timothy S., 2012, <i>Small Business Management. Entrepreneurship and Beyond</i>, 5<sup>th</sup> edition, South-Western CENGAGE Learning.</p> <p>Hillstrom, Kevin; Hillstrom Laurie Collier, 2002, <i>Encyclopedia of Small Business</i>, 2<sup>nd</sup> edition, A-I (Volume 1) and J-Z (Volume 2), Gale Group Thomson Learning.</p> <p>Hisrich, R. D., Peters, M.P., Shepherd, D. A., 2011, <i>Entrepreneurship</i>. Ed. McGraw-Hill, Boston.</p> <p>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>Kuratko, Donald F., 2009, <i>Introduction to Entrepreneurship</i>, 8<sup>th</sup> edition, South-Western CENGAGE Learning.</p> <p>Lee-Ross, Darren; Lashley, Conrad, 2009, <i>Entrepreneurship &amp; Small Business Management in the Hospitality Industry</i>, Butterworth-Heinemann Elsevier.</p> <p>Mariotti, Steve; Glackin, Caroline, 2012, <i>Antreprenoriat. Lansarea și administrarea unei afaceri</i>, BizzKit.</p> <p>Neck, Heidi M., Neck, Christopher P., Murray, Emma L., 2020, <i>Entrepreneurship - International Student Edition. The Practice and Mindset</i>, Sage Publications (Library of the Faculty of Business).</p> <p>Niculescu Ovidiu, <i>Managementul întreprinderilor mici și mijlocii</i>, Editura Economică, București 2001.</p>		



Otola, Iwona (Editor), Grabowska, Marlena (Editor), 2020, *Business Models: Innovation, Digital Transformation, and Analytics (Data Analytics Applications)* 1<sup>st</sup> Edition, Auerbach Publications (Library of the Faculty of Business).  
Pinson, Linda, 2003, *Anatomy of a Business Plan*, 5<sup>th</sup> edition, eBook.  
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Scarborough, Norman M., 2012, *Effective Small Business Management. An Entrepreneurial Approach*, 10<sup>th</sup> edition, Prentice Hall.  
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).  
Stokes, David, 1992, *Small Business Management. An Active-Learning Approach*, Continuum.  
Stokes, David, 1998, *Small Business Management. A Case Study Approach*, 3<sup>rd</sup> edition, Continuum.  
Wickham, Philip A., 2001, *Strategic Entrepreneurship. A Decision-Making Approach to new Venture Creation and Management*, Prentice Hall.

8.2 Seminar	Teaching Methods	Remarks
Presentation of the subject, objectives, scheduling and organization of activities, and presentation of final and semester evaluation methods. The Feasibility Study – part 1	Interactive exposition	1 seminar
The Feasibility Study – part 2	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 seminar
The Business Model Canvas	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 seminar
The Business Plan	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 seminar
Submission and presentation of students' final projects – Business Concepts Focused on Hospitality	Oral presentation, interactive exposition, multimedia, exemplification, problematization.	2 seminars

**Bibliography**  
Barringer, B. R., Ireland, R. D., 2012, *Entrepreneurship: successfully launching new ventures*, 4<sup>th</sup> Edition, Pearson  
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#### 9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations, and representative employers within the field of the program

- To establish the contents of the subject, documentary research was conducted on the content of similar disciplines taught at other universities abroad. In order to adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.

#### 10. Evaluation



- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).
- For an optimum organization of the final exam, the students are requested to announce their participation by registering for the 1<sup>st</sup>/2<sup>nd</sup> date of examination in the appropriate Assignment created with this purpose.

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none"><li>Correctness and amplitude of theoretic knowledge</li><li>Logic coherence</li><li>Specialized terminology</li><li>Understanding of basic concepts</li></ul>	Final exam: Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements)	60%
		OR (the student shall pick the preferred evaluation method)	
		Final exam: Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements)	30%
		Three interventions based on topics announced by the professor and selected by the students (themes covered by the syllabus or by the optional references)	30%
10.5 Seminar	<ul style="list-style-type: none"><li>Development of projects based on the stated themes;</li><li>Acquisition and understanding of the issues covered in the course and seminar;</li><li>Interest in individual training, seriousness in approaching problems</li><li>Correct use of learned concepts</li></ul>	Submission and presentation of the <i>Business Concept project – in pairs or in groups of at most 3 students (preconditions the access to the final exam)</i> ; further details are provided in class;	40%



Bonus	Students can gain a bonus worth 1.5 points if they submit the <i>Entrepreneurial Profile project – individually</i> (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).
10.6 Minimum standard of performance	
<ul style="list-style-type: none"><li>understanding and knowing the basic notions and the fundamental elements of SMEs' management.</li></ul>	

#### 11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development						
							

Date:  
04.04.2025

Signature of course coordinator  
Assoc. Prof. Monica Maria Coroș, PhD

Signature of seminar coordinator  
Assoc. Prof. Monica Maria Coroș, PhD

Date of approval:  
10.04.2025

Signature of the head of department  
Assoc. Prof. Marius Bota, PhD