



SYLLABUS
International 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	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Master
1.6. Study programme/Qualification	International Business Administration/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		International Entrepreneurship				Discipline code		IME0017			
2.2. Course coordinator			Assoc. prof. Oana Adriana Gică, PhD								
2.3. Seminar coordinator			Assoc. prof. Oana Adriana Gică, PhD								
2.4. Year of study		II	2.5. Semester		1	2.6. Type of evaluation		C	2.7. Discipline regime		Elective

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

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laborator	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					10
Additional documentation (in libraries, on electronic platforms, field documentation)					13
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					2
Evaluations					2
Other activities:					
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

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



6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"> • C2. In-depth knowledge and systematic use of the set of information resulting from the theoretical, methodological, legislative, and practical developments specific to business administration at international level • C3. Higher ability to substantiate and assess strategies and decision alternatives, as well as their selection and implementation in business administration at international level/ within multinational corporations • C4. Ability to adapt dynamically to changes emerging in both national and international business settings by an appropriate and flexible use of the information available
Transversal competencies	<ul style="list-style-type: none"> • CT1. Promoting the principles, norms and values of professional ethics in conditions of professional autonomy and independence. • CT2. Identification of roles and responsibilities in a team and their application within companies.

6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none"> • The student has in-depth knowledge of how to plan and manage human, material, and financial resources, how to motivate employees and monitor activities, as well as how to manage customer relationships with companies operating in various sectors. • The graduate possesses advanced knowledge regarding: <ul style="list-style-type: none"> ○ the identification of business opportunities in the global environment ○ the problems and barriers to international entrepreneurship ○ the advantages and disadvantages of exporting/importing, international franchising, joint ventures, and foreign direct investment ○ the business plan for a new business venture
Skills	<ul style="list-style-type: none"> • The student is able to analyse complex contexts and identify, recommend, and implement advanced strategies, techniques, and methods for solving business management related problems. • The student demonstrates the ability to identify business opportunities at an international level and to develop new business models.
Responsibility and autonomy:	<ul style="list-style-type: none"> • The student is able to perform complex professional tasks, under conditions of autonomy and professional independence. • Analyzes and capitalizes business and entrepreneurial development opportunities.



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

7.1 General objective of the discipline	<ul style="list-style-type: none"> This course focuses on how to conduct business across borders. It addresses how founders/owners of entrepreneurial ventures exploit international business opportunities and address the challenges of conducting business internationally
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> Identify the various aspects and importance of international entrepreneurship Identify sources of information available for entrepreneurs seeking to move internationally Describe opportunities available to small businesses in the global environment Identify the important strategic issues in international entrepreneurship Discuss problems and barriers to international entrepreneurship Prepare an international business plan for a new business venture or international expansion Understand the advantages and disadvantages of exporting/importing, international franchising, joint ventures, and foreign direct investment

8. Content

8.1 Course	Teaching methods	Remarks
The entrepreneurial process	Interactive lecture	One lecture
International entrepreneurship	Interactive lecture	One lecture
Leadership, entrepreneurship and management of small businesses	Interactive lecture	One lecture
Understanding the Risks of Small Business Ownership	Interactive lecture	One lecture
Franchising and the small business	Interactive lecture	One lecture
Taking Over an Existing Business	Interactive lecture	One lecture
Starting a New Business	Interactive lecture	One lecture
Entrepreneurial creativity	Interactive lecture	One lecture
International Small Business	Interactive lecture	Three lectures
The International Challenge	Interactive lecture	One lecture
Strategy and the small business	Interactive lecture	Two lectures
Bibliography <ol style="list-style-type: none"> Burger-Helmchen, T.(Ed.) (2012), <i>Entrepreneurship – Creativity and Innovative Business Models</i>, InTech Carter, S., Jones-Evans, D. (2006), <i>Enterprise and Small Business - Principles, Practice and Policy</i>, Second Edition, Pearson Education Limited Cavusgil, S., T., Knight, G. (2009), <i>Born Global Firms: A New International Enterprise</i>, Business Expert Press Etemad, H., Wright, R. (2003), <i>Globalization and, Entrepreneurship, Policy and Strategy Perspectives</i>, Edward Elgar Publishing Limited Hatten, T. S. (2009), <i>Small Business, Management, Entrepreneurship and Beyond</i>, Fifth Edition, South-Western, Cengage Learning Harris, T., (2006) <i>Start-up : a practical guide to starting and running a new business</i>, ed. Springer, Berlin ; Heidelberg.- available at the library of the Faculty of Business Hisrich, R. D., Peters, M.P., Shepherd, D. A. (2011), <i>Entrepreneurship</i>. Ed. McGraw-Hill, Boston - available at biblioteca facultății de Studii Germane Hisrich, D., R.(2010), <i>International Entrepreneurship – Starting, Developing and Managing a Global Venture</i>, Sage Publication Jones, M. V., Dimitratos, P., Fletcher, M., Young, S (2009), <i>Internationalization, Entrepreneurship and the Smaller Firm</i>, Edward Elgar Publishing Limited Kuratko, Donald F. (2009), <i>Introduction to Entrepreneurship</i>, 8 th edition, South-Western CENGAGE Learning - available at the library of the Faculty of Business 		



11. Smallbone, D. (2009), Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research. Ed. Edward Elgar Publishing, Cheltenham - available at the library of the Faculty of Political Sciences and Public Administration
12. Stokes, D. R., Wilson N. (2006), Small business Management and Entrepreneurship, ed. Thomson, Canada ; Mexico - available at the library of the Faculty of Economics and Business Administration
13. Timmons, J. A., Spinelli S.(2007), New venture creation : entrepreneurship for the 21st century. Ed. McGraw-Hill, Boston - available at BCU
14. Văduva, S. (2014), Developing entrepreneurship and creativity in the Romanian business environment. Ed. Emanuel University Press, Oradea. - - available at BCU

8.2 Seminar / laboratory	Metode de predare	Observații
Presentation of seminar structure and requirements. Organization of work groups	Interactive lecture, processing documents	One seminar
Opportunity assessment plan	Interactive exposition, exemplification	Two seminars
The content of a Global Business Plan	Interactive exposition, exemplification	Two seminars
The profile of an international entrepreneur	In class presentation	Two seminars
Entrepreneurial creativity	Case study	One seminar
Initiating global businesses	Case study	One seminar
Opportunity assessment plan	In class presentation	Two seminars
International Small Business	Case study	One seminar
Global Business plan presentation	In class presentation and discussion	Two seminars

Bibliography

1. Burger-Helmchen, T.(Ed.) (2012), *Entrepreneurship – Creativity and Innovative Business Models*, InTech
2. Carter, S., Jones-Evans, D. (2006), Enterprise and Small Business - *Principles, Practice and Policy*, Second Edition, Pearson Education Limited
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4. Etemad, H., Wright, R. (2003), *Globalization and, Entrepreneurship, Policy and Strategy Perspectives*, Edward Elgar Publishing Limited
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6. Harris, T., (2006) Start-up : a practical guide to starting and running a new business, ed. Springer, Berlin ; Heidelberg.- available at the library of the Faculty of Business
7. Hisrich, R. D., Peters, M.P., Shepherd, D. A. (2011), Entrepreneurship. Ed. McGraw-Hill, Boston - available at biblioteca facultății de Studii Germane
8. Hisrich, D., R.(2010), *International Entrepreneurship – Starting, Developing and Managing a Global Venture*, Sage Publication
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12. Stokes, D. R., Wilson N. (2006), Small business Management and Entrepreneurship, ed. Thomson, Canada ; Mexico - available at the library of the Faculty of Economics and Business Administration
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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

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

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).

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"> correct logical and coherent application of the concepts learned active participation in group discussions by formulating personal opinions. 	<p>Final exam will consist of both multiple-choice questions and opened questions.</p> <p>To access the final exam student have to submit the Global Business plan project. Is mandatory that the students obtain minimum 5 points out of 10 at the final exam.</p>	40%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> learning and understanding of issues dealt with at course and seminar; 	<p>Group Project (3 students) – <i>International Opportunity assessment plan</i></p> <p>Students have to prepare a written report and a ppt presentation.</p>	30%
	<ul style="list-style-type: none"> correct logical and coherent application of the concepts learned 	<p>Group Project (3 students) – <i>Global Business plan</i></p> <p>Students have to prepare a written report and a ppt presentation.</p>	30%
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> Understanding key issues related to international entrepreneurship 			

11. Labels ODD (Sustainable Development Goals)



Date:
01.04.2025

Signature of course coordinator
Assoc. prof. Oana Adriana Gică, PhD

Signature of seminar coordinator
Assoc. prof. Oana Adriana Gică, PhD

Date of approval:
10.04.2025

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