



SYLLABUS

Entrepreneurship, innovation and development of new tourism products

Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Babeș Bolyai University
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	Business Administration in International Hospitality and Tourism/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Entrepreneurship, innovation and development of new tourism products				Discipline code		IME0040			
2.2. Course coordinator			Assoc. prof. Oana Adriana Gică, PhD, Assoc. prof. Marius Bota, PhD								
2.3. Seminar coordinator			Assoc. prof. Oana Adriana Gică, PhD, Assoc. prof. Marius Bota, 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	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	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)					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	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 Advanced knowledge of concepts, techniques, and methods used in scientific and applied research specific to the hospitality and tourism sector• C3. 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• C5- 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">• CT3. Making effective use of various learning resources and techniques for personal development

6.2. Learning outcomes

Knowledge	<p>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 enterprises operating in the hospitality industry and international tourism.</p> <ul style="list-style-type: none">• The student has solid knowledge in the field of entrepreneurship.• The student knows the needs and expectations of customers regarding a product or service in order to be able to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.
Skills	<p>The student has a high ability to use complex techniques and tools to analyse the organisational environment so that enterprises operating in the hospitality industry and international tourism can adapt to the identified requirements and challenges;</p> <ul style="list-style-type: none">• The graduate is capable of drawing up and implementing business strategies;• The student selects the flows and marketing techniques differentiated according to the nature of the products and services.
Responsibility and autonomy:	<p>The student is able to perform complex professional tasks, under conditions of autonomy and professional independence</p> <ul style="list-style-type: none">• Analyzes and capitalizes on business and entrepreneurial development opportunities.• Has the ability to propose methods for designing the tourism product.

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

7.1 General objective of the discipline	<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.• Introducing students to innovation and designing tourism experiences and its applications into business science.
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7.2 Specific objective of the discipline	<p>Upon completion of this course subject, students will:</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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8. Content

8.1 Course	Teaching methods	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 Creativity</i>	Interactive lecture	One lecture
<i>Managing the innovation in tourism experiences Tourism product conceptualisation</i>	Interactive lecture	One lecture
<i>Managing the innovation in tourism experiences Developing tourism experiences</i>	Interactive lecture	One lecture
<i>Management and marketing tactics for the new tourism experiences</i>	Interactive lecture	One lecture
Bibliography 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> , 5 th 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), *Innovation in Hospitality and Tourism*, The Haworth Hospitality Press, New York
13. Ratten, V., Braga, V., Álvarez-García, J., & Del Río, M. D. L. C. (Eds.). (2019). *Tourism innovation: Technology, sustainability and creativity*. Routledge.
14. Reid, R.D., Bojanic, D.C., *Hospitality Marketing Management*, 5th ed., John Wiley&Sons, New Jersey, 2010.
15. Smallbone, D. (2009), *Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research*. Ed. Edward Elgar Publishing, Cheltenham
16. Stokes, D. R., Wilson N. (2006), *Small business management and entrepreneurship*, ed. Thomson, Canada; Mexico
17. Timmons, J. A., Spinelli S. (2007), *New venture creation: entrepreneurship for the 21st century*. Ed. McGraw-Hill, Boston
18. Văduva, S. (2014), *Developing entrepreneurship and creativity in the Romanian business environment*. Ed. Emanuel University Press, Oradea.

8.2 Seminar / laboratory	Metode de predare	Observații
Presentation of seminar structure and requirements. Organization of work groups	Interactive lecture, processing documents	One seminar
Identifying opportunities in hospitality industry	Case study	One seminar
Entrepreneurial profile	Case study	One seminar
Business Model Canvas. Preparing a business plan	Interactive lecture	Two seminars
Franchising and the small business. Taking Over an Existing Business. Starting a New Business	Case study	One seminar
The tourism product - an experience	Case study	One seminar
Innovation and creativity	Case study	One seminar
Tourism product conceptualisation	Case study	Two seminars
Developing tourism experiences	Case study	Two seminars
Project presentation	In class presentation and discussion	Two seminars

Bibliography

1. Burger-Helmchen, T.(Ed.) (2012),*Entrepreneurship – Creativity and Innovative Business Models*, InTech
2. Harris, T., (2006) *Start-up : a practical guide to starting and running a new business*, ed. Springer, Berlin ; Heidelberg.
3. Hatten, T. S. (2009), *Small Business, Management, Entrepreneurship and Beyond*, Fifth Edition, South-Western, Cengage Learning
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5. Hisrich, Robert D. and Claudine Kearney (2012), *Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company*, McGraw Hill.
6. Kuratko, D.F (2009), *Introduction to Entrepreneurship*, South-Western Cengage Learning
7. Lee-Ross, D., Lashley, C. (2009), *Entrepreneurship and Small Business Management in the Hospitality Industry*, Butterworth-Heinemann
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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. Ratten, V., Braga, V., Álvarez-García, J., & Del Río, M. D. L. C. (Eds.). (2019). *Tourism innovation: Technology, sustainability and creativity*. Routledge.
14. Reid, R.D., Bojanic, D.C., *Hospitality Marketing Management*, 5th ed., John Wiley&Sons, New Jersey, 2010.
15. Smallbone, D. (2009), *Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research*. Ed. Edward Elgar Publishing, Cheltenham
16. Stokes, D. R., Wilson N. (2006), *Small business management and entrepreneurship*, ed. Thomson, Canada; Mexico
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18. Văduva, S. (2014), *Developing entrepreneurship and creativity in the Romanian business environment*. Ed. Emanuel University Press, Oradea.



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. 	Final exam – oral exam will consist of two open ended questions.	15%
10.5 Seminar/laboratory	<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 	Individual Project – 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 individual preparation throughout the whole semester 	Investment decision Portfolio of activities	10% 5%
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> Understanding key issues related to entrepreneurship and innovation in tourism and hospitality 			

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. Marius Bota, PhD

Date of approval:
10.04.2025

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