



SYLLABUS
Entrepreneurship in the Hospitality Industry
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 in Hospitality Services /Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Entrepreneurship in the Hospitality Industry				Discipline code		ILE0092			
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		2	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	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					20
Additional documentation (in libraries, on electronic platforms, field documentation)					25
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					2
Evaluations					2
Other activities:					
3.7. Total individual study hours					69
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	- Classroom equipped with videoconferencing system with interactive display, Internet access; - Students are expected to contribute to the course through short interventions or specific questions. They must also review the materials indicated by the teacher;
5.2. for the seminar activities	- The project (Entrepreneurial Model) will be developed individually and will be presented in one of the 9th or 10th weeks based as mutually agreed and scheduled; - 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 10. If, for objective reasons, this deadline cannot be met, a new deadline will be established by mutual agreement between the teacher and the students. 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 13th and 14th.

Attention! The submission and presentation of the Business Concepts is a compulsory activity. If it is not fulfilled, the student will not be allowed to take the exam during the regular exam session.

6.1. Specific competencies acquired

Professional/ essential competencies	• C2.2. Analysis, selection, and validation of business research methods according to specific requirements of the decision-making system; • C2.4. Analysis and assessment of business environment trends; proposal of strategic alternatives for business activity; • C4.1. Description, definition, and characterization of strategies implementable in the activity of hospitality organizations; • C5.1. Adequate identification of concepts related to the planning, organization, coordination, and control of the human resources' activity in the context of the specificity of the labor market in the field of business administration;
Transversal competencies	• TC1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy; • TC2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques.

6.2. Learning outcomes

Knowledge	• The student demonstrates the possession of a set of general knowledge of how to manage human, material, and financial resources, as well as customer relations with companies operating in the hospitality industry. • The student has solid knowledge in the field of entrepreneurship.
Skills	• The student is able to analyze the organizational environment and apply specific methods and techniques for the management of human, material, and financial resources, as well as of customer relationships with companies operating in the hospitality industry. • The student leads, manages, and works effectively in teams, demonstrating a deep understanding of organizational dynamics.
Responsibility and Autonomy:	• The student is able to make decisions according to position and to take responsibility towards higher hierarchical levels. • The student demonstrates the ability to identify business opportunities and develop new business models.



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

7.1 General objective of the discipline	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.
7.2 Specific objective of the discipline	- To analyze the entrepreneurial phenomenon in the Romanian economy, and especially in the tourism sector; - To develop entrepreneurial skills; - To highlight the decisive role of the entrepreneur for SMEs, in the current economic context. - To approach in a systemic vision the most important issues involved in the design, establishment, operation, and development of an SME in the hospitality industry.

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 th Century	interactive lecture;	1 lecture
What Are SMEs in Europe and other Areas, and What is Their Role	interactive lecture;	1 lecture
Entrepreneurship and Entrepreneur	interactive lecture;	2 lectures
The Business Opportunity	interactive lecture;	1 lecture
Starting a Business	interactive lecture;	2 lectures
The Management of a Small Business	interactive lecture;	2 lectures
Building the Team	interactive lecture;	1 lecture
The Strategy of SMEs	interactive lecture;	1 lecture
The Marketing of SMEs	interactive lecture;	1 lecture
The Financing of SMEs	interactive lecture;	1 lecture
Types of Entrepreneurship. Final remarks	interactive course;	1 lecture
Bibliography Barringer, B. R., Ireland, R. D., 2012, <i>Entrepreneurship: successfully launching new ventures</i>, 4th Edition, Pearson Burns, Paul, 2001, <i>Entrepreneurship and Small Business</i>, Palgrave. Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, <i>The Economics of Small Businesses. An International Perspective</i>, Springer Physica-Verlag. Friend, Graham; Zehle, Stefan, 2004, <i>The Economist Guide to Business Planning</i>, The Economist Newspaper Ltd. Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, <i>The Family Business in Tourism and Hospitality</i>, CABI Publishing. Harris, Wendy Beech, 2001, <i>Against all Odds: Ten Entrepreneurs Who Followed Their Hearts and Found Success</i>, John Wiley & Sons. Hatten, Timothy S., 2012, <i>Small Business Management. Entrepreneurship and Beyond</i>, 5th edition, South-Western CENGAGE Learning. Hillstrom, Kevin; Hillstrom Laurie Collier, 2002, <i>Encyclopedia of Small Business</i>, 2nd edition, A-I (Volume 1) and J-Z (Volume 2), Gale Group Thomson Learning. Hisrich, R. D., Peters, M.P., Shepherd, D. A., 2011, <i>Entrepreneurship</i>. Ed. McGraw-Hill, Boston. Hisrich, Robert D. and Claudine Kearney, 2012, <i>Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company</i>, McGraw Hill. Kuratko, Donald F., 2009, <i>Introduction to Entrepreneurship</i>, 8th edition, South-Western CENGAGE Learning. Lee-Ross, Darren; Lashley, Conrad, 2009, <i>Entrepreneurship & Small Business Management in the Hospitality Industry</i>, Butterworth-Heinemann Elsevier. Mariotti, Steve; Glackin, Caroline, 2012, <i>Antreprenoriat. Lansarea și administrarea unei afaceri</i>, BizzKit.		



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Nicolescu Ovidiu, *Managementul întreprinderilor mici și mijlocii*, Editura Economică, București 2001.

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Stokes, David, 1998, *Small Business Management. A Case Study Approach*, 3rd 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 Analysis of the SMEs' Sector in Romania	Interactive exposition	1 seminar
The Feasibility Study	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 seminars
The Business Model Canvas	Interactive exposition and discussions based on examples offered both by the teacher and the students	3 seminars
The Business Plan	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 seminars
The Profile of a Successful Entrepreneur – Hospitality Focused	Oral presentation, interactive exposition, multimedia, exemplification, relying on student-presented cases.	2 seminars
SMEs Activity – Case Studies	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 seminars
Submission and presentation of students' final projects – Business Concepts Focused on Hospitality	Oral presentation, interactive exposition, multimedia, exemplification, problematization.	2 seminars

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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 1st/2nd 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	- Correctness and amplitude of theoretic knowledge - Logic coherence - Specialized terminology - Understanding of basic concepts	Final exam: Final test (multiple choice test with one correct answer +/- open-end questions +/- true or false statements)	40%
		Active participation during classes – discussion of the lecture topics (at least 3 discussant - interventions during class activities)	10%
		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)	20%



		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	• Acquisition and understanding of the issues covered in the course and seminar; • Interest in individual training, seriousness in approaching problems • Correct use of learned concepts	Submission of 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).	15%
	Development of projects based on the stated themes	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 in the regular exam session); further details are provided in class.</i>	35%
Bonus	Students can gain a bonus worth 1 point if they take part in lecture and seminar activities actively.		
10.6 Minimum standard of performance			
• understanding and knowing the basic notions and the fundamental elements of SMEs' management.			

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