



COURSE DESCRIPTION
Entrepreneurship
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree programme / Qualification	Business Administration (in English) / Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Entrepreneurship			Codul disciplinei	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 assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	36	of which: 3.5. course	24	3.6. seminar/ laboratory	12
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					29
Additional research in the library, on subject-specific electronic platforms, and on-site					29
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					19
Tutoring (professional guidance)					2
Examinations					2
Other activities					8
3.7. Total hours of individual study (IS) and self-taught activities (ST)					89
3.8. Total hours per semester					125
3.9. Number of credits					5

4. Prerequisites (where applicable)

4.1. curriculum-related	-
4.2. skills-related	-

5. Specific conditions (where applicable)

5.1. course-related	• 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. seminar/laboratory-related	• 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. 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 9th -12th. 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.
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6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP1	Gathering, processing and analysing data regarding the interaction between a company/an organisation and the external environment
CP2	Providing assistance for running a company/an organisation as a whole
Competency code	Competency
CT1	Implementing ethical principles, norms and values within one's own rigorous, efficient, and responsible strategy of work
CT2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
CP1 CP2 CT1 CT2	1. The graduate proves the possession of a set of general knowledge regarding: planning and organization of human, material and financial resources; motivating employees; controlling the activities carried out; managing the customer relations of companies in different sectors of activity.	1. The graduate is able to analyze the organizational environment in order to adapt the company to the identified requirements and challenges; the graduate can recommend the appropriate strategies, techniques and methods for solving management problems related to its main functions.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student possesses solid knowledge in the field of entrepreneurship.
Specific academic skills
1. The student leads, manages, and works effectively in teams, demonstrating a thorough understanding of organizational dynamics.
2. The student demonstrates the ability to identify business opportunities and develop new business models.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Introduction and subject presentation. Small and Medium-Sized Enterprises and Their Economic Role. Romanian SMEs' Development Throughout the 20th Century. 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. Final remarks	Interactive lecture	1 lecture
Bibliography		
Barringer, B. R., Ireland, R. D., 2012, Entrepreneurship: successfully launching new ventures, 4th Edition, Pearson Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, The Economics of Small Businesses. An International Perspective, Springer Physica-Verlag. Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, The Family Business in Tourism and Hospitality, CABI Publishing. Hatten, Timothy S., 2012, Small Business Management. Entrepreneurship and Beyond, 5th edition, South-Western CENGAGE Learning. Hisrich, R. D., Peters, M.P., Shepherd, D. A., 2011, Entrepreneurship. Ed. McGraw-Hill, Boston. Hisrich, Robert D. and Claudine Kearney, 2012, Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company, McGraw Hill. Kuratko, Donald F., 2009, Introduction to Entrepreneurship, 8th edition, South-Western CENGAGE Learning. 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). Otola, 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). Pinson, Linda, 2003, Anatomy of a Business Plan, 5th edition, eBook. Scarborough, Norman M., 2012, Effective Small Business Management. An Entrepreneurial Approach, 10th 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, 3rd edition, Continuum.		
8.2. Seminar	Teaching and learning 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, 4th Edition, Pearson Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, The Economics of Small Businesses. An International Perspective, Springer Physica-Verlag. Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, The Family Business in Tourism and Hospitality, CABI Publishing. Hatten, Timothy S., 2012, Small Business Management. Entrepreneurship and Beyond, 5th edition, South-Western CENGAGE Learning. Hisrich, R. D., Peters, M.P., Shepherd, D. A., 2011, Entrepreneurship. Ed. McGraw-Hill, Boston. Hisrich, Robert D. and Claudine Kearney, 2012, Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company, McGraw Hill. Kuratko, Donald F., 2009, Introduction to Entrepreneurship, 8th edition, South-Western CENGAGE Learning. 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). Otola, 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). Pinson, Linda, 2003, Anatomy of a Business Plan, 5th edition, eBook. Scarborough, Norman M., 2012, Effective Small Business Management. An Entrepreneurial Approach, 10th 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, 3rd edition, Continuum.		

9. Evaluation

The same evaluation criteria are maintained for all exam sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions. For the final grade to be calculated by summing the points obtained throughout the semester, it is necessary to obtain at least 50% of the points allocated to the written exam, namely to pass the exam. 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.
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Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	Correctness and breadth of theoretical knowledge; logical coherence; specialized terminology; understanding of basic concepts.	Final written exam: multiple-choice test with one correct answer +/- open-ended questions +/- true/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%

9.5. Seminar	Development of projects based on the stated themes; acquisition and understanding of course and seminar issues; interest in individual training; correct use of learned concepts.	Submission and presentation of the Business Concept project – in pairs or groups of at most 3 students; compulsory activity for access to the final exam in the regular exam session.	40%
Bonus	Active participation during classes – discussion of lecture topics (at least 3 interventions during class activities).	Bonus activity	up to 1 point
9.6 Minimum standard for passing			
Understanding and knowing the basic notions and fundamental elements of SMEs' management.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă

Fill out date:

May 22nd, 2026

Signature of course coordinator

Assoc. Prof. Monica Maria COROȘ, PhD

Signature of seminar coordinator

Assoc. Prof. Monica Maria COROȘ, PhD

Approval date:

May 27th, 2026

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."