



COURSE DESCRIPTION
Entrepreneurship in the Hospitality Industry
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 Hospitality Services (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 in the Hospitality Industry	Codul disciplinei	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 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	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					20
Additional research in the library, on subject-specific electronic platforms, and on-site					25
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					20
Tutoring (professional guidance)					2
Examinations					2
Other activities					
3.7. Total hours of individual study (IS) and self-taught activities (ST)					69
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 (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.
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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 economic data for business management.
CP4	Implementing business development strategies in the hospitality industry.
CP5	Providing assistance in business human resources management.
Competency code	Competency
CT1	Implementing professional and 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 work within a team.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
CP1 CP4 CP5 CT1 CT2	The graduate demonstrates the possession of a set of general knowledge regarding the management of human, material and financial resources, as well as the management of customer relations of companies in the hospitality industry.	The graduate 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 for the management of customer relations of companies in the hospitality industry.

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 deep 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	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, Entrepreneurship: successfully launching new ventures, 4th Edition, Pearson Burns, Paul, 2001, Entrepreneurship and Small Business, Palgrave. Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, The Economics of Small Businesses. An International Perspective, Springer Physica-Verlag. Friend, Graham; Zehle, Stefan, 2004, The Economist Guide to Business Planning, The Economist Newspaper Ltd. Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, The Family Business in Tourism and Hospitality, CABI Publishing. Harris, Wendy Beech, 2001, Against all Odds: Ten Entrepreneurs Who Followed Their Hearts and Found Success, John Wiley & Sons. Hatten, Timothy S., 2012, Small Business Management. Entrepreneurship and Beyond, 5th edition, South-Western CENGAGE Learning. Hillstrom, Kevin; Hillstrom Laurie Collier, 2002, Encyclopedia of Small Business, 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, 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. Lee-Ross, Darren; Lashley, Conrad, 2009, Entrepreneurship & Small Business Management in the Hospitality Industry, Butterworth-Heinemann Elsevier. Mariotti, Steve; Glackin, Caroline, 2012, Antreprenoriati. Lansarea și administrarea unei afaceri, BizzKit. 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). Nicolescu Ovidiu, Managementul întreprinderilor mici și mijlocii, Editura Economică, București 2001. 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. Rhodri, Thomas; Marcjanna, Augustyn (editors), 2007, Tourism in the New Europe: Perspectives on SME Policies and Practices, Elsevier. 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.		

Wickham, Philip A., 2001, Strategic Entrepreneurship. A Decision-Making Approach to new Venture Creation and Management, Prentice Hall.

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 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
Bibliography		
Barringer, B. R., Ireland, R. D., 2012, Entrepreneurship: successfully launching new ventures, 4th Edition, Pearson Burns, Paul, 2001, Entrepreneurship and Small Business, Palgrave. Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, The Economics of Small Businesses. An International Perspective, Springer Physica-Verlag. Friend, Graham; Zehle, Stefan, 2004, The Economist Guide to Business Planning, The Economist Newspaper Ltd. Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, The Family Business in Tourism and Hospitality, CABI Publishing. Harris, Wendy Beech, 2001, Against all Odds: Ten Entrepreneurs Who Followed Their Hearts and Found Success, John Wiley & Sons. Hatten, Timothy S., 2012, Small Business Management. Entrepreneurship and Beyond, 5th edition, South-Western CENGAGE Learning. Hillstrom, Kevin; Hillstrom Laurie Collier, 2002, Encyclopedia of Small Business, 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, 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. Lee-Ross, Darren; Lashley, Conrad, 2009, Entrepreneurship & Small Business Management in the Hospitality Industry, Butterworth-Heinemann Elsevier. Mariotti, Steve; Glackin, Caroline, 2012, Antreprenoriati. Lansarea și administrarea unei afaceri, BizzKit. 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). Nicolescu Ovidiu, Managementul întreprinderilor mici și mijlocii, Editura Economică, București 2001. 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. Rhodri, Thomas; Marcjanna, Augustyn (editors), 2007, Tourism in the New Europe: Perspectives on SME Policies and		

Practices, Elsevier.

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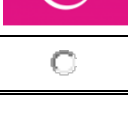
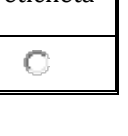
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9. Evaluation

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.

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. 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)	50%
		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%
9.5. 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; Development of projects based on the stated themes	Submission and presentation of the 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.	50%
Bonus	Students can gain a bonus worth 1 point if they take part in lecture and seminar activities actively.	Bonus activity	up to 1 point
9.6 Minimum standard for passing			
Understanding and knowing the basic notions and the 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."