

SYLLABUS
Academic year 2024-2025
Year of Study II / Semester II

1. Information on academic program

| | |
|--|---|
| 1.1. University | „1 Decembrie 1918” University of Alba Iulia |
| 1.2. Faculty | Faculty of Economics |
| 1.3. Department | Business Administration and Marketing |
| 1.4. Field of Study | Business Administration |
| 1.5. Cycle of Study | Bachelor |
| 1.6. Academic program / Qualification/ ESCO Code | Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts |

2. Information of Course Matter

| | | | | | | | | |
|--------------------|----|------------------|----------------------------|--|-----------|---|--------|--|
| 2.1. Course | | Entrepreneurship | | | 2.2. Code | | BA 224 | |
| 2.3. Course Leader | | | PhD. Lecturer Dârja Mălina | | | | | |
| 2.4. Seminar Tutor | | | PhD. Assistant Puțan Alina | | | | | |
| 2.5. Year of study | II | 2.6. Semester | I | 2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment) | E | 2.8. Type of course (C– Compulsory, Op – optional, F - Facultative) | C | |

3. Course Structure (Weekly number of hours)

| | | | | | |
|---|----|-------------|----|--------------------------|-------|
| 3.1. Weekly number of hours | 3 | 3.2. course | 2 | 3.3. seminar, laboratory | 1 |
| 3.4. Total number of hours in the curriculum | 42 | 3.5. course | 28 | 3.6. seminar, laboratory | 14 |
| Allocation of time | | | | | hours |
| a. Individual study of readers | | | | | 30 |
| b. Documentation (library) | | | | | 15 |
| c. Home assignments, Essays, Portfolios | | | | | 9 |
| d. Tutorials | | | | | 2 |
| e. Assessment (examinations) | | | | | 2 |
| f. Other academic activities (study visits, mentoring, projects) | | | | | - |

| | |
|---|-----|
| 3.7 Total number of hours for individual study (a+b+c) | 54 |
| 3.8 Total number of hours for academic activities (d+e+f+3.4) | 46 |
| 3.9 Total number of hours per semester (3.7+3.8) | 100 |
| 3.10 Number of ECTS | 4 |

4. Prerequisites (where applicable)

| | |
|-----------------------|---|
| 4.1. curriculum-based | - |
| 4.2. competence-based | |

5. Requisites (where applicable)

| | |
|---------------------|---|
| 5.1. course-related | - for courses: slides, informative materials - for students: edited course |
|---------------------|---|

| | |
|-------------------------------|---|
| | - technical equipment: laptop, video projector |
| 5.2. seminar/laboratory-based | - for seminar: informative materials - technical equipments: laptop, video projector |

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

| | |
|---------------------------|--|
| Competences/Study results | 1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication 2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field 4. Appropriate use of standard evaluation criteria and methods, in order to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories 5. Developing professional projects with the use of established principles and methods in the field |
| Transversal competences | - |

7. Course objectives (as per the programme specific competences grid)

| | |
|---------------------------------------|--|
| 7.1 General objectives of the course | <i>To develop the student's capacity to use concepts specific to entrepreneurship in economic practical activity</i> |
| 7.2 Specific objectives of the course | <ul style="list-style-type: none"> - to provide the minimum knowledge in the field of entrepreneurship to be applied in the field of trade, tourism, and services; - to form a managerial economic thinking by means of entrepreneurship - to be able to develop a business plan using theoretical informations and corroborating them with practical information - collecting and using data and information in order to complete the business plan |

8. Course contents

| 8.1 Course | Teaching methods | Remarks |
|--|---|---|
| Course 1. Introduction to Entrepreneurship | Lecture Conversation | 2 hours Students may use printed course support or other library resources for information |
| Course 2. Chapter 1. Identifying business ideas and opportunity evaluation. Business idea development. Business idea identifying. | Lecture Conversation | 2 hours Students may use printed course support or other library resources for information |
| Course 3. Identifying business ideas and opportunity evaluation – part II. Methods for generating a business idea. Business idea screening | Lecture Conversation Video support Analyses, study cases Problem solving Opponent dialogue | 2 hours Students may use printed course support or other library resources for information |
| Course 4. Chapter 3. Business plan – the main instrument for planning a business | Lecture Conversation Analyses, study cases Problem solving Opponent dialogue | 2 hours Students may use printed course support or other library resources for |

| | | |
|---|---|---|
| | | information |
| Course 5. Chapter 4. Exploring the market | Lecture Conversation Examples | 2 hours Students may use printed course support or other library resources for information |
| Course 6. Exploring the market -part II | Lecture Conversation Examples Problem solving Analyses, study cases | 2 hours Students may use printed course support or other library resources for information |
| Course 7. Exploring the market -part III | Lecture Conversation Examples Problem solving Analyses, study cases | 2 hours Students may use printed course support or other library resources for information |
| Course 8. Chapter 5. Financial planning of the business | Lecture Conversation Examples Problem solving Analyses, study cases | 2 hours Students may use printed course support or other library resources for information |
| Course 9. Financial planning of the business – part II | Lecture Conversation Examples Problem solving Analyses, study cases | 2 hours Students may use printed course support or other library resources for information |
| Course10. Financial planning of the business – part III | Lecture Conversation Examples Problem solving Analyses, study cases | 2 hours Students may use printed course support or other library resources for information |
| Course 11. Chapter 6. Management, leadership and ethics | Lecture Conversation Examples Problem solving Analyses, study cases | 2 hours Students may use printed course support or other library resources for information |
| Course 12. Management, leadership and ethics. | Lecture Conversation Examples Problem solving Analyses, study cases | 2 hours Students may use printed course support or other library resources for information |

| | | |
|---|--|---|
| Course 13. Management, leadership and ethics- part II | Lecture Conversation Examples Problem solving Analyses, study cases. Special guest – invited. | 2 hours Students may use printed course support or other library resources for information |
| Course 14. Recap. | Conversation | 2 hours Students may use printed course support or other library resources for information |

Bibliography

Dârja, Mălina, Entrepreneurship – Course Notes (Digital Support), 2023

James Kollie and al., Introduction to Entrepreneurship, Commonwealth of Learning Edition 1, 2011

Malin Brännback, Alan Carsrud, Fundamentals for Becoming a Successful Entrepreneur, Pearson Education, Inc., New Jersey, 2016

Eugen Burduş, Fundamentals of Entrepreneurship, Review of International Comparative Management Volume 11, Issue 1, March 2010

***Entrepreneurship. The way ahead, Edited by Harold P. Welsch, Routledge, New York, 2004

***Basics of Entrepreneurship, Editor Nieuwenhuizen C., 4th Edition, 2020, juta.co.za/pdf/28249/

| | | |
|---|------------------------------------|---|
| 8.2. Seminars | | |
| Seminar 1. Recognition of business opportunities | Conversation | 2 hours the minimum bibliographic sources needed: course support, Seminar book or materials made available to the students by the seminar holder |
| Seminar 2. Transformation of business opportunity into business | Conversation | 2 hours the minimum bibliographic sources needed: course support, Seminar book or materials made available to the students by the seminar holder |
| Seminar 3. Who are the customers? | Conversation | 2 hours the minimum bibliographic sources needed: course support, Seminar book or materials made available to the students by the seminar holder |
| Seminar 4. Market screening | Conversation Practical examples | 2 hours the minimum bibliographic sources needed: course support, Seminar book or materials made available to the students by the seminar holder |
| Seminar 5. Finding, obtaining and managing money | Conversation | 2 hours the minimum bibliographic sources needed: course support, Seminar book or materials made |

| | | |
|---|--------------|---|
| | | available to the students by the seminar holder |
| Seminar 6. Efficient management of a small business | Conversation | 2 hours the minimum bibliographic sources needed: course support, Seminar book or materials made available to the students by the seminar holder |
| Seminar 7. Business plans presentation | Conversation | 2 hours the minimum bibliographic sources needed: course support, Seminar book or materials made available to the students by the seminar holder |
| Bibliography Dârja, Mălina, Entrepreneurship – Course Notes (Digital Support), 2023 James Kollie and al., Introduction to Entrepreneurship, Commonwealth of Learning Edition 1, 2011 Malin Brännback, Alan Carsrud, Fundamentals for Becoming a Successful Entrepreneur, Pearson Education, Inc., New Jersey, 2016 Eugen Burduş, Fundamentals of Entrepreneurship, Review of International Comparative Management Volume 11, Issue 1, March 2010 ***Entrepreneurship. The way ahead, Edited by Harold P. Welsch, Routledge, New York, 2004 ***Basics of Entrepreneurship, Editor Nieuwenhuizen C., 4 th Edition, 2020, juta.co.za/pdf/28249/ | | |

9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

The content of this file and implicitly of the course is the result of consulting information related to the business environment requirements, requirements that we became aware of during meetings with representatives of the business environment within the CEAC committees for the study programs of the Faculty of Economic Sciences. The pragmatic nature of the discipline, resulting from the operationalization of the main activities specific to the organizations, is in accordance with the requirements of the contemporary economic community.

10. Assessment

| Activity | 10.1 Evaluation criteria | 10.2 Evaluation methods | 10.3 Percentage of final grade |
|-------------------------|--|--|--------------------------------|
| 10.4 Course | <i>Correct and complete solving of the exam topics</i> | Written test examination | 70% |
| 10.5 Seminar/laboratory | <i>- Correctness and completeness in drawing up practical works</i> <i>- Paper scientific content</i> | <i>Verification during the semester</i> <i>Practical works/Written papers</i> | 30% |
| | <i>- Involvement in approaching seminar topics</i> | | |

10.6 Minimum performance standard:

- obtaining minimum grade 5
- have a complete portfolio of practical works from the seminar
- define the concepts of entrepreneur and entrepreneurship
- identify the main sources of business ideas
- identify the main qualities of an entrepreneur
- identify and describe the main causes of entrepreneurial successes and failures
- to identify and describe the main stages in the elaboration of a business plan

The presentation of the students is subject to:

1. attendance at the seminar in a proportion of at least 80%
2. attendance at least 70%

Students absent from the seminars have the possibility to recover the seminars by supporting a project (on the subject of the course and the seminar) before the exam. The theme of the project will be given by the seminar holder

Students absent from the courses will be penalized with 1 point in the final grade if they do not have a minimum attendance of 70%.

Fill in date
14.09.2024

Course leader signature
PhD. Lecturer Dârja Mălina

Seminar tutor signature
PhD. Assistant Puțan Alina

Approval date in department
16.09.2024

Department director's signature,
Assoc. Prof. PhD. Maican Silvia