

SYLLABUS
Academic year 2025-2026
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				Lecturer PhD. Danci-Puțan Alina				
2.4. Seminar Tutor				Lecturer PhD. Danci-Puțan Alina				
2.5. Year of study	II	2.6. Semester	II	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
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	- 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	R7/C7 Performs business analysis. R11/C11 Analyzes business plans. R12/C12 Analyzes external factors of companies.
Transversal competences	R24/CT4 Ensures customer orientation.

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.	2 hours Students may use printed course support or other library resources for

	Special guest – invited.	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., 4 th 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

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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
23.09.2025

Course leader signature
Lecturer PhD.Danci-Puțan Alina

Seminar tutor signature
Lecturer PhD. Danci-Puțan Alina

Approval date in department
23.09.2025

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