

## CURRICULA

### 1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	<b>Economic Sciences</b>
1.3. Department	<b>Business Administration and Marketing</b>
1.4. Study field	<b>Business Administration</b>
1.5. Level	<b>Undergraduate</b>
1.6. Study program	<b>Business Administration (in English)</b>

### 2. Information about discipline

2.1. Discipline title	<b>Entrepreneurship</b>			2.2. Course code	<b>BA 224</b>		
2.3. Course coordinator	PhD Rodica Crudu						
2.4. Seminar coordinator	PhD Rodica Crudu						
2.5. Study year	<b>II</b>	2.6. Semester	<b>II</b>	2.7. Evaluation type (E/C/VP)	<b>E</b>	2.8. Type of course (C – compulsory, <b>Op</b> – optional)	<b>Op</b>

### 3. Number of teaching hours per semester

3.1. Teaching hours per week	<b>3</b>	from wich: 3.2. course	<b>2</b>	3.3. seminar	<b>1</b>
3.4. Total of hours per semester	<b>42</b>	from wich: 3.5. course	<b>28</b>	3.6. seminar/laboratory	<b>14</b>
Distribution of time					Number of hours
Study from course book					<b>30</b>
Suplimentary documentation					<b>18</b>
Preparing for seminars, papers					<b>4</b>
Mentoring					<b>2</b>
Exams					<b>2</b>
Other activities .....					<b>-</b>

Total of hours per individual study	<b>56</b>
3.8 Total of hours per study plan	<b>100</b>
3.9 Total of hours per semester	<b>42</b>
3.10 Number of ECTS credits allocated	<b>4</b>

### 4. Preconditions (when is the case)

4.1. of curriculum	
4.2. of competences	

### 5. Conditions (when is the case)

5.1. for the course	Slides, informative materials Technical equipment: projector, laptop
5.2. for the seminar	Informative materials Technical equipment: projector, laptop

## 6. Specific competences

Professional competences	<p>C1. Knowledge and understanding of the fundamental concepts, theories and methods in the field of entrepreneurship; their use in professional communication;</p> <p>C2. Use of fundamental knowledge in order to explain and interpret various types of concepts, situations and processes, projects, etc. associated to the field;</p> <p>C3. Creative application of research and problem solving techniques in business management;</p> <p>C4. Ability to act independently and creatively in approaching and solving problems, to assess objectively and constructively critical states, to solve economic problems creatively, and to communicate results demonstratively;</p> <p>C5. Leadership skills and clear commitment to one's own professional development;</p> <p>C6. Substantiation of systems, capabilities and strategies for the development and diversification of the business environment;</p> <p>C7. Substantiation of the business plan, of the specific strategies, plans and programs, of the fulfillment procedures, as well as the identification and application of the corrective measures in order to achieve in the best conditions the foreseen objectives;</p> <p>C8. Understanding and awareness of the importance of developing business strategies that generate sustainable, healthy growth;</p> <p>C9. Familiarization of master students with the management of organizational resources, in accordance with the latest concepts used in the field of business management;</p> <p>C10. Elaboration of general development strategies of the organization (marketing strategies, promotion, etc.); elaboration of studies and analyzes, technical-economic, organizational and efficiency opportunities of the specific activities of the organizations.</p>
Additional competences	<p>TC1. Development of logical and cognitive analysis mechanisms necessary for business management;</p> <p>TC2. Contextual integration of business management aspects in the current dynamics of the economy;</p> <p>TC3. Applying the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy;</p> <p>TC6. Ability to work independently and / or in a team, to identify solutions for solving problems and cases specific to business management;</p> <p>TC11. Development of logical and cognitive analysis mechanisms necessary for business management;</p> <p>TC12. Ability to work independently and / or in a team, to identify solutions for solving problems and cases specific to the field of business administration and development.</p>

## 7. Discipline objectives

7.1 General objective	<p><i>The course aims to motivate and support students to set-up their own businesses by teaching them necessary skills for creating and managing their own business. The course presents definitions of entrepreneurship, explains how to generate business ideas, assess opportunities, plan their business model, analyzing important aspects of marketing, financing, business planning.</i></p>
7.2 Specific objective	<ul style="list-style-type: none"> <li>- <i>analyze and interpret business information</i></li> <li>- <i>analyze and evaluate business ideas</i></li> <li>- <i>Evaluate business opportunities</i></li> <li>- <i>design a business plan</i></li> </ul>

	<ul style="list-style-type: none"> <li>- plan business finances</li> <li>- manage teams</li> <li>- learn stages for launching and setting-up a new business</li> <li>- identify and solve problems related to starting a business</li> </ul>
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## 8. Content

Chapters	Teaching methods	Obs.
1. Entrepreneurship: concept, success factors, steps of entrepreneurial process	Presentation, discussions	2h
2. Opportunity recognition and idea generation	Presentation, discussions	2h
3. Feasibility assessment and creation of MVP	Presentation, discussions	4h
4. Business Modelling: Business Model Canvas	Presentation, discussions	4h
5. Ways to launch a business	Presentation, discussions	2h
6. Legal aspects of starting a business	Presentation, discussions	2h
7. Marketing for start-ups	Presentation, discussions	4h
8. Team and risk management	Presentation, discussions	2h
9. Financial modeling for startups	Presentation, discussions	4h
10. Business plan and Pitching	Presentation, discussions	2h

### References

1. Drucker PF (1985), *Innovation and Entrepreneurship*, New York: Harper & Row, 1985, 277 pp.
2. Entrepreneur vs. Intrapreneur. (2021, August 2). *Maryville Online*. <https://online.maryville.edu/blog/entrepreneur-vs-intrapreneur/>
3. Pieri, Jules. *How We Make Stuff Now : Turn Ideas into Products That Build Successful Businesses* /. 1st edition. New York, N.Y: McGraw-Hill Education,, 2019. Print. [https://ocul-bu.primo.exlibrisgroup.com/permalink/01OCUL\\_BU/331q1k/alma991009210382005152](https://ocul-bu.primo.exlibrisgroup.com/permalink/01OCUL_BU/331q1k/alma991009210382005152)
4. Lewrick, M. (2018). *The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems*. John Wiley & Sons, Inc.
5. Robert Mellor, Gary Coulton, Anne Chick, Antonia Bifulco, Noha Mellor and Alan Fisher (2009). *Entrepreneurship for Everyone. A Student Textbook*. Retrieved from: <https://silo.pub/qdownload/entrepreneurship-for-everyone-a-student-textbook.html>
6. Sarasvathy, S. D. (2006). What Makes Entrepreneurs Entrepreneurial? *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.909038>
7. Ghenea, M.(2014). *Antreprenoriat, Drumul de la Idei catre Oportunitati si Succes in Afaceri*. Editura Universul Juridic. ISBN 978-973-127-516-1, 334p.
8. Heidi M. Neck, Christopher P. Neck and Emma L. Murray, *Entrepreneurship: The Practice and the Mindset*. *Online Resources*. (n.d.). Retrieved February 27, 2022, from <https://edge.sagepub.com/neckentrepreneurship/student-resources/chapter-5/learning-objectives>
9. James C. Barrood( 2010), *Entrepreneurship and Innovation: Global Insights from 24 Leaders*. Rothman Institute of Entrepreneurship

Seminar		
1. Idea generation	Discussions	
2. Feasibility assessment and creation of MVP	Discussions	
3. Filling in the segments of Business Model Canvas	Discussions	
4. Business Model Canvas presentation	Discussions	
5. Resourcing for start-ups: team management, risk addressing and sources for funding	Discussions	
6. Business Plan and Pitching	Discussions	
7. Business plan presentation	Discussions	

## References

1. Drucker PF (1985), *Innovation and Entrepreneurship*, New York: Harper & Row, 1985, 277 pp.
2. Difference Between Entrepreneur and Intrapreneur (with Comparison Chart). (2016, January 7). *Key Differences*. <https://keydifferences.com/difference-between-entrepreneur-and-intrapreneur.html>
3. Partners, U. L. (n.d.). *Entrepreneur vs. Intrapreneur: What's the Difference?* Retrieved February 27, 2022, from <https://www.universitylabpartners.org/blog/entrepreneur-vs-intrapreneur-whats-the-difference>
4. Lewrick, M. (2018). *The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems*. John Wiley & Sons, Inc.
5. Robert Mellor, Gary Coulton, Anne Chick, Antonia Bifulco, Noha Mellor and Alan Fisher (2009). *Entrepreneurship for Everyone. A Student Textbook*. Retrieved from: <https://silo.pub/qdownload/entrepreneurship-for-everyone-a-student-textbook.html>
6. Sarasvathy, S. D. (2006). What Makes Entrepreneurs Entrepreneurial? *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.909038>
7. Heidi M. Neck, Christopher P. Neck and Emma L. Murray, *Entrepreneurship: The Practice and the Mindset. Online Resources*. (n.d.). Retrieved February 27, 2022, from <https://edge.sagepub.com/neckentrepreneurship/student-resources/chapter-5/learning-objectives>
8. James C. Barrood( 2010), *Entrepreneurship and Innovation: Global Insights from 24 Leaders*. Rothman Institute of Entrepreneurship.

## Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program

The content of the course is adapted to the current requirements in the field of entrepreneurship, start-up and business development. The course contributes to the training of the skills of future specialists in scientific investigation of economic phenomena. The assimilated knowledge and skills acquired in this course will offer students opportunities to identify, test, validate business ideas, develop their business model, as well as choose the most appropriate legal form to organize their business, develop a business plan and making a pitch to attract investors. The content of the discipline is updated based on recommendations from business representatives, partners involved in the practice of students, discussions and analyzes conducted at the department and faculty, as well as other recommendations received from specialists / experts interested in development.

## Evaluation type

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements (elaboration of the business plan)</i>	<i>Exam</i>	70%
10.5 Seminar	- <i>Finishing the practical activities</i>	<i>Project</i>	30%
	- <i>Involvement in classes topic</i>		
10.6 Minimum performance standard:			
Demonstrating the competences:			

Date:  
22.02.2022

Signature of course coordinator:  
PhD. Crudu Rodica

Signature of seminar coordinator:  
PhD. Crudu Rodica

Date for Department approval:  
22.02.2022

Signature of the Head of Department:  
Lecturer PhD. Maican Silvia