Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Economic Cybernetics, Statistics and Informatics
1.3. Departments	Department of Business, Consumer Sciences and Quality Management
1.4. Field of study	Economic Cybernetics, Statistics and Informatics
1.5. Cycle of studies	Bachelor
1.6. Education type	Full-time
1.7. Study programme	Statistics and Economic Forecasting
1.8. Language of study	Romanian
1.9. Academic year	2021-2022

2. Information on the discipline

2.1. Name	**Entrepreneurship in Commerce, Tourism and Services**								
2.2. Code	**21.0204IF2.2-08.2**								
2.3. Year of study	**2**	2.4. Semester	**2**	2.5. Type of assessment	**Test**	2.6. Status of the discipline	**Optional**	2.7. Number of ECTS credits	**3**

2.8. Leaders	Lectures (C)	**Associate professor SÎRBU Mirela Octavia**	mirela.sirbu@com.ase.ro

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		Lectures(C)	2.00
		Seminars(S)	1.00
3.3. Total hours from curriculum	42.00	of which	
		Lectures(C)	28.00
		Seminars(S)	14.00
3.4. Total hours of study per semester (ECTS*25)	75.00		
3.5. Total hours of individual study	33.00		
Distribution of time for individual study			
Study by the textbook, lecture notes, bibliography and student's own notes	20.00		
Additional documentation in the library, on specialized online platforms and in the field	4.00		
Preparation of seminars, labs, assignments, portfolios and essays	6.00		
Tutorials	1.00		
Examinations	2.00		
Other activities	0.00		

4. Prerequisites

4.1. of curriculum	Not applicable
4.2. of competences	Not applicable

5. Conditions

for the Lectures(C)	Regular and active participation at courses
for the Seminars(S)	Active participation at seminars Timely fulfillment of tasks Evaluation is done only in presence of student at due dates

6. Acquired specific competences

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7. Objectives of the discipline

7.1. General objective	Achievement of notions, theories and methodologies related to the concept of entrepreneurship and their use in the context of a new business initiation or for studying the entrepreneurship phenomenon.
7.2. Specific objectives	Enhancing students' entrepreneurial spirit; Understanding entrepreneurship's role for economic development; Developing students' ability to identify business opportunities and to write effective business plans.

8. Contents

8.1. Lectures(C)		Teaching/Work methods	Recommendations for students
1	Entrepreneurship in the XXI st century: main trends	lectures, debate	
2	Ethical and social responsability: challenges for entrepreneurs	lectures, debate	
3	Financing the entrepreneurial venture (needs; sources)	lectures, debate	
4	Entrepreneurial strategies (Business models); Business plan: structure and content	lectures, debate	
5	Entrepreneurial opportunity identification and evaluation	lectures, debate	
6	Inovarea si creativitatea in procesul antreprenorial	lectures, debate	
7	The entrepreneur: characteristics and typology;	lectures, debate	
8	Entreprenneurship – a complex and dynamic phenomenon: definitions; content; approaches;	lectures, debate	

Bibliography

- Mariotti, S.; Glackin, C., Antreprenoriat: lansarea și administrarea unei afaceri, Ed. Bizzkit, București, 2012
- Hisrich, R.D.; Peters, M.P.:Sheperd, D. A., Entrepreneurship, McGraw-Hill, Boston, 2008
- Tanțău, A., Entrepreneurship, Editura ASE, București, 2006
- Timmons, J. A., New Venture creation: Entrepreneurship for 21 century, McGraw-Hill, Boston, 2007

8.2. Seminars(S)		Teaching/Work methods	Recommendations for students
1	Questionnaire and entrepreneur's profile	presentations, debate, case studies, evaluation	
2	Business planning:	presentations, debate, case studies, evaluation	
3	Business planning:	presentations, debate, case studies, evaluation	
4	Business planning:	presentations, debate, case studies, evaluation	
5	Business planning:	presentations, debate, case studies, evaluation	

Bibliography

- Mariotti, S.; Glackin, C., Antreprenoriat: lansarea și administrarea unei afaceri, Ed. Bizzkit, București, 2012
- Hisrich, R.D.; Peters, M.P.:Sheperd, D. A., Entrepreneurship, McGraw-Hill, Boston, 2008
- Timmons, J. A., New Venture creation: Entrepreneurship for 21 century, McGraw-Hill, Boston, 2007

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

Defined as an ability to transform ideas into actions and to initiate new commercial or social activities represents one of the key competences included in the European Key Competences Framework adopted in 2006. It is recommended the generalization of entrepreneurship studies in higher education.
The discipline has an applicative nature, aiming at emphasizing competences required by companies as: creativity, innovativeness, ability to identify and exploit commercial and social opportunities

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. Lectures(C)	active presence and theoretical knowledge	test, involvement in debates	8.00
10.2. Seminars(S)	present	present	7.00
10.3. Seminars(S)	profile of entrepreneur and questionnaire	developing an entrepreneur profile and completing a questionnaire with the entrepreneur in question	15.00
10.4. Seminars(S)	business plan	developing a business plan	20.00
10.5. Final assessment	Verification test	Written test	50.00
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	Knowledge of fundamental entrepreneurship concepts Preparation of a business plan for a new enterprise		

Date of listing,
11/09/2026

Signature of the discipline leaders,

Date of approval in the department

Signature of the Department Director,