

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Entrepreneurship culture</b>								
2.2. Code	<b>19.0153IF1.2-0003</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>5</b>
2.8. Leaders	C(C)	<b>conf.univ.dr. DUMITRU Ionela</b>					ionela.dumitru@fabiz.ase.ro		
	S(S)	<b>lect.univ.dr. CHINIE M ALEXANDRA CĂTĂLINA</b>					catalina.chinie@fabiz.ase.ro		
	S(S)	<b>asist.univ. VARGAS M V MĂDĂLINA-VANESA</b>					vanesa.vargas@fabiz.ase.ro		
	S(S)	<b>Asociat dr. CANTARAGIU G RAMONA ELENA</b>					ramona_cantaragiu@yahoo.com		

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	69.00
<i>Distribution of time for individual study</i>	
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	15.00
Preparation of seminars, labs, assignments, portfolios and essays	20.00
Tutorials	5.00
Examinations	4.00
Other activities	5.00

#### 4. Prerequisites

4.1. of curriculum	
4.2. of competences	critical thinking ability to sustain a point of view ability to write a structured project

#### 5. Conditions

for the C(C)	Classroom with computer and videoprojector
for the S(S)	Classroom with computer and videoprojector

#### 6. Acquired specific competences

PREFESSIONAL	C4	Assistance with human resources management
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#### 7. Objectives of the discipline

7.1. General objective	The purpose of this course is to introduce the student to the entrepreneurial process, from idea recognition to strategies for growing the start-up.
7.2. Specific objectives	Insusirea unor concepte cheie de antreprenoriat Intelegerea procesului antreprenorial din perspectiva celor mai importante componente: decizia de a deveni antreprenor, dezvoltarea ideii de afacere, implementarea ideii, cresterea afacerii. Insusirea unor notiuni de baza privind dezvoltarea unui plan de afaceri

#### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction to entrepreneurship.	Discussions on specified topics+ using multimedia instruments	
2	Recognizing opportunities and generating ideas	Discussions on specified topics+ using multimedia instruments	
3	Feasibility analysis	Discussions on specified topics+ using multimedia instruments	
4	Industry and competitor analysis	Discussions on specified topics+ using multimedia instruments	
5	Developing an effective business model	Discussions on specified topics+ using multimedia instruments	
6	Assessing the new venture's financial strength and viability	Discussions on specified topics+ using multimedia instruments	
7	New venture team. Getting financing	Discussions on specified topics+ using multimedia instruments	
8	SME's access to finance in Romania	Discussions on specified topics+ using multimedia instruments	
9	Preparing the business plan	Discussions on specified topics+ using multimedia instruments	
10	Marketing strategies for the start-up	Discussions on specified topics+ using multimedia instruments	
11	The importance of intellectual capital	Discussions on specified topics+ using multimedia instruments	
12	Preparing for the growth of the business	Discussions on specified topics+ using multimedia instruments	
13	Strategies for firm growth	Discussions on specified topics+ using multimedia instruments	
14	Review	Discussions on specified topics+ using multimedia instruments	

### ***Bibliography***

- Barringer, B. R. și Ireland, D. R., Entrepreneurship: Successfully Launching New Ventures, Pearson Higher Education, 2011, Statele Unite ale Americii
- Barringer, B.R., Preparing Effective Business Plans: An Entrepreneurial Approach, Pearson Higher Education, 2009, Statele Unite ale Americii
- Lambing P, Kuehl Ch., Entrepreneurship 4/E, Pearson Higher Education, 2007, Statele Unite ale Americii
- Barringer, B.R., Preparing Effective Business Plans: An Entrepreneurial Approach, Pearson Higher Education, 2009, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction to entrepreneurship.	Interactive methods based on media devices and case studies	
2	Recognizing opportunities and generating ideas	Interactive methods based on media devices and case studies	
3	Feasibility analysis	Interactive methods based on media devices and case studies	
4	Industry and competitor analysis	Interactive methods based on media devices and case studies	
5	Developing an effective business model	Interactive methods based on media devices and case studies	
6	Assessing the new venture's financial strength and viability	Interactive methods based on media devices and case studies	
7	New venture team. Getting financing	Interactive methods based on media devices and case studies	
8	SME's access to finance in Romania	Interactive methods based on media devices and case studies	
9	Preparing the business plan	Interactive methods based on media devices and case studies	
10	Marketing strategies for the start-up	Interactive methods based on media devices and case studies	
11	The importance of intellectual capital	Interactive methods based on media devices and case studies	
12	Preparing for the growth of the business	Interactive methods based on media devices and case studies	
13	Strategies for firm growth	Interactive methods based on media devices and case studies	
14	Review	Interactive methods based on media devices and case studies	

### ***Bibliography***

- Barringer, B. R. și Ireland, D. R., Entrepreneurship: Successfully Launching New Ventures, Pearson Higher Education, 2011, Statele Unite ale Americii
- Barringer, B.R., Preparing Effective Business Plans: An Entrepreneurial Approach, Pearson Higher Education, 2009, Statele Unite ale Americii
- Lambing P, Kuehl Ch., Entrepreneurship 4/E, Pearson Higher Education, 2007, Statele Unite ale Americii
- Barringer, B.R, Preparing Effective Business Plans: An Entrepreneurial Approach, Pearson Higher Education, 2009, Statele Unite ale Americii

### **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**

The content of the course has been correlated with the expectations of the Romanian business environment through a series of professional meetings and debates, as well as discussion with alumni

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Summative evaluation	Written exam	70.00
10.2. C(C)	Point for attending the exam	Point given for attending the final exam	10.00
10.3. S(S)	Progressive evaluation	Project, mid-term test, active class participation	30.00
10.4. Final assessment			
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	50%		

Date of listing,  
10/25/2021

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,