

# 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	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Entrepreneurship and Business Administration
1.8. Language of study	German
1.9. Academic year	2020-2021

## 2. Information on the discipline

2.1. Name	<b>Entrepreneurship and sustainable business development</b>								
2.2. Code	<b>20.0246IF1.1-0001</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>1</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>6</b>
2.8. Leaders	C(C)	<b>prof.univ.dr. TANȚĂU Adrian Dumitru</b>				adrian.tantau@fabiz.ase.ro			
	S(S)	<b>prof.univ.dr. TANȚĂU Adrian Dumitru</b>				adrian.tantau@fabiz.ase.ro			
	S(S)	<b>Asociat dr. Volkman Christine</b>				christine.volkman@fabiz.ase.ro			

## 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)	150.00		
3.5. Total hours of individual study	94.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	30.00		
Additional documentation in the library, on specialized online platforms and in the field	20.00		
Preparation of seminars, labs, assignments, portfolios and essays	15.00		
Tutorials	10.00		
Examinations	3.00		
Other activities	16.00		

#### 4. Prerequisites

4.1. of curriculum	Entrepreneurship culture
4.2. of competences	-

#### 5. Conditions

for the C(C)	Classroom with computer and beamer / online
for the S(S)	Classroom with computer and beamer /online

#### 6. Acquired specific competences

PREFESSIONAL	C6	Innovative use of information technology in the methods, techniques and tools specific to project management.
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#### 7. Objectives of the discipline

7.1. General objective	Developing a thinking approach based on new sustainable idea generation and opportunity recognition in a start up or in an enterprise
7.2. Specific objectives	Dezvoltarea unei gandiri antreprenoriale bazate pe inovatii Elaborarea unor proiecte de cercetare si profesionale pentru evaluarea fezabilitatii unei idei de afaceri

#### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction. Content. References.Evaluation.	Case study	
2	Sustainable development and Business Models. Definitions. Theories. Perspectives	Interactive methods and using media technology	
3	Business Models in practice	Interactive methods and using media technology	
4	Sustainable Business Models	Interactive methods and using media technology	
5	New business models	Interactive methods and using media technology	
6	Environmental analysis for a business idea	Interactive methods and using media technology	
7	Feasibility study	Interactive methods and using media technology	
8	Corporate Entrepreneurship	Interactive methods and using media technology	
9	Innovationsprocess and innovations strategies in business. Open innovation	Interactive methods and using media technology	
10	Protecting the business idea	Interactive methods and using media technology	
11	Risk for sustainable business ideas	Interactive methods and using media technology	
12	Business finance	Interactive methods and using media technology	
13	Business Models for circular economy	Interactive methods and using media technology	
14	Academic entrepreneurship and entrepreneurship education	Interactive methods and using media technology	

### ***Bibliography***

- Tantau A., Entrepreneurship. Gandeste inovator si pragmatic, C.H. Beck, Bucuresti, 2011, România
- Tantau A, Fratila L., Entrepreneurship and Business Development for Renewable Energy Sources, IGI Global, 2018, Statele Unite ale Americii
- Tantau.A Staiger R., Business Models for Renewable Energy Initiatives, IGI Global, 2017, Statele Unite ale Americii
- Staiger, Tantau, Geschäftsmodellkonzepte mit grünem Wasserstoff, Springer Verlag, 2020, Germania
- Volkmann, Tokarski, Entrepreneurship: Gründung und Wachstum von jungen Unternehmen, Lucius&Lucius, 2006, Germania
- Volkmann, Tokarski, Grunhagen, Entrepreneurship in a European Perspective, Springer Verlag, 2010, Germania

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction. Evaluation. Organisation of team working. Discussion about sustainability	Discussions	
2	Subjects related to environment and ecological entrepreneurship	Discussions	
3	Presentation, Evaluation and selection of sustainable business ideas	Discussions	
4	Sustainable business models. Opportunities	Discussions	
5	Innovation degree of business ideas	Case study	
6	Sustainable business. Functional value	Case study	
7	Business model. Key resources and their environmental impact	Discussions	
8	Business model. Production and key activities	Discussions	
9	Business model. Suppliers and outsourcing	Workshop	
10	Business model. Distribution and logistics	Discussions	
11	Business model. Use and end of life phase	Case study	
12	Business model. Environmental impacts and environmental benefits	Case study	
13	Business model. Global Entrepreneurship Monitor (GEM)	Analysis	
14	Sustainable Business Model. Conclusions	Discutii	

### ***Bibliography***

- Tantau, A. Staiger R., Business Models for Renewable Energy Initiatives, IGI Global, 2017, Statele Unite ale Americii
- Tantau, Fratila, Entrepreneurship and Business Development for Renewable Energy Sources, IGI Global, 2018, Statele Unite ale Americii
- Staiger, Tantau, Geschäftsmodellkonzepte mit grünem Wasserstoff, Springer VERLAG, 2020, Germania
- Volkmann, Tokarski, Grunhagen, Entrepreneurship in a European Perspective, Springer Verlag, 2010, Germania
- Volkmann, Tokarski, Entrepreneurship: Gründung und Wachstum von jungen Unternehmen, Lucius&Lucius, 2006, Germania

## **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 course content has been correlated with the requirements of the Romanian business environment through a series of meetings and professionals debates.

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Progressive evaluation	Questions	10.00
10.2. S(S)	Progressive evaluation	Case studies and projects	30.00
10.3. Final assessment	Exam	oral online exam	60.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	5 from final note		

Date of listing,  
05/26/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,