

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of International Business and Economics
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2021-2022

## 2. Information on the discipline

2.1. Name	<b>Entrepreneurship in International Business</b>								
2.2. Code	<b>21.0223IF1.1-0005</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>3</b>
2.8. Leaders	C(C)	<b>prof.univ.dr. JORA Octavian-Dragomir</b>				octavian.jora@rei.ase.ro			
	S(S)	<b>conf.univ.dr. APĂVĂLOAEI M MATEI ALEXANDRU</b>				Matei.Apavaloaei@rei.ase.ro			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	S(S) 1.00
	C(C) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	C(C) 14.00
3.4. Total hours of study per semester (ECTS*25)	75.00
3.5. Total hours of individual study	47.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	13.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	14.00
Tutorials	4.00
Examinations	4.00
Other activities	2.00

## 4. Prerequisites

4.1. of curriculum	
4.2. of competences	

## 5. Conditions

for the S(S)	Seminars are held in classrooms with multimedia equipment and internet access / online.ase.ro platform. Assignments and other seminar tasks are mandatory. Plagiarism is forbidden Plagiarism is forbidden and implies the desqualification of the offender.
for the C(C)	Lectures are held in classrooms with multimedia equipment and internet access / online.ase.ro platform.

## 6. Acquired specific competences

PREFESSIONAL	C3	Adequate use of generally applicable documentation, information search, classification and storage techniques, adequate use of information resources (electronic dictionaries, databases), basic competences in text editing and correction, use of computer text editing programs and of document archiving techniques;
PREFESSIONAL	C5	Networking in various institutional contexts (institutions, business entities, NGOs) and use of general and semi-specialized knowledge in professional fields applicable to the specialization undertaken

## 7. Objectives of the discipline

7.1. General objective	Familiarizing the student with the economic category of the “entrepreneur” (risk taking, discovering opportunities, innovating) in conjunction with the idea of the “capitalist” (accumulating capital and waiting for its productive fruition) and ultimately with that of the “owner” (of scarce resources with alternative uses) and revealing the place and role of the real entrepreneurs in the processes of the modern market economy.
7.2. Specific objectives	Understanding the fundamental concepts subsumed to the entrepreneurial function: scarcity and choice, risk and uncertainty, consumption and saving, profit and loss, economic freedom and state interventionism, private property and public regulations, innovation and opportunism, competition and competitiveness, etc. Identifying in the concrete economic reality the various forms that the entrepreneurial economic function takes, with the challenges that entrepreneurs face in relation to the final consumers of the supplied products, with the providers of the production factors, with the competitors, with the public authorities, etc.

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Meum et tuum. The property rights settings. Market prices & principles. What money can and can't buy Projection and debate of the documentary movie “The Call of the Entrepreneur”	Lecture / debate / ppt., audio-video, online support	
2	The enterprise of delivering (economics) lectures about (business) entrepreneurs – opening remarks Which is the proper way to study man? From epistemology to economics via ethics. Two questions, for starters: (a) “how much economics the entrepreneur needs to be aware of?” & (b) “how much economics do we need so as to be aware of the entrepreneur?”	Lecture / debate / ppt., audio-video, online support	
3	Concluding course Recap and preparing for the exam	Lecture / debate / ppt., audio-video, online support	
4	Civilized entrepreneurship across cultures: a sincere geography of the history of some modern entrepreneurs Entrepreneurs in West and East, in North and South; entrepreneurs in socialism, transition, and capitalism; knowledge economy, green economy, inclusive economy and the European entrepreneurs; entrepreneurs of Romania. Mass-media and political ideologies, between the divinization and diabolization of the business person	Lecture / debate / ppt., audio-video, online support	

5	Individual planning vs. central planning. The anatomy and physiology of a business plan The making of a business plan as revealed not by an academic, but by a true business entrepreneur	Lecture / debate / ppt., audio-video, online support	
6	Profits and losses. The easiness of entering and exiting the markets. Bankruptcy vs. political steroids State money, scriptural credits, malinvestments, and business cycles	Lecture / debate / ppt., audio-video, online support	
7	Economic functions: the capitalist-entrepreneur, the administrator-manager, the operative-technician, the public servant-bureaucrat. Division of labour and social coordination The entrepreneur as creator of firms; economic calculation and the size of organizations; small and medium entrepreneurs vs. business magnates	Lecture / debate / ppt., audio-video, online support	
8	The enterprise of delivering (economics) lectures about (business) entrepreneurs – opening remarks Which is the proper way to study man? From epistemology to economics via ethics. Two questions, for starters: (a) “how much economics the entrepreneur needs to be aware of?” & (b) “how much economics do we need so as to be aware of the entrepreneur?”	Lecture / debate / ppt., audio-video, online support	
9	Meum et tuum. The property rights settings. Market prices & principles. What money can and can't buy Projection and debate of the documentary movie “The Call of the Entrepreneur”	Lecture / debate / ppt., audio-video, online support	
10	Economic functions: the capitalist-entrepreneur, the administrator-manager, the operative-technician, the public servant-bureaucrat. Division of labour and social coordination The entrepreneur as creator of firms; economic calculation and the size of organizations; small and medium entrepreneurs vs. business magnates	Lecture / debate / ppt., audio-video, online support	
11	Profits and losses. The easiness of entering and exiting the markets. Bankruptcy vs. political steroids State money, scriptural credits, malinvestments, and business cycles	Lecture / debate / ppt., audio-video, online support	
12	Individual planning vs. central planning. The anatomy and physiology of a business plan The making of a business plan as revealed not by an academic, but by a true business entrepreneur	Lecture / debate / ppt., audio-video, online support	
13	Civilized entrepreneurship across cultures: a sincere geography of the history of some modern entrepreneurs Entrepreneurs in West and East, in North and South; entrepreneurs in socialism, transition, and capitalism; knowledge economy, green economy, inclusive economy and the European entrepreneurs; entrepreneurs of Romania. Mass-media and political ideologies, between the divinization and diabolization of the business person	Lecture / debate / ppt., audio-video, online support	
14	Concluding course Recap and preparing for the exam	Lecture / debate / ppt., audio-video, online support	

### ***Bibliography***

- Alte referințe bibliografice, indicate pe parcurs.
- Schumpeter, Joseph, *The Theory of Economic Development*, , Oxford University Press, Oxford, 1961
- Schumpeter, Joseph, *Capitalism, Socialism, and Democracy*, Harper and Brothers Publishers, New York City, 1942
- Rothbard, Murray, *The Ethics of Liberty*, New York University Press, New York, 1998
- Rothbard, Murray, *Man, Economy, and State*, Ludwig von Mises Institute, Auburn, 2004
- Mises, Ludwig von, *The Anti-Capitalistic Mentality*, Libertarian Press, Grove City, 1956
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- Hébert, Robert Albert Link, The Entrepreneur: Mainstream Views and Radical Critiques, Praeger, California, 1988
- Hayek, Friedrich A. von, The Use of Knowledge in Society, University of Chicago Press, Chicago, 1948
- Hayek, Friedrich A. von, The Intellectuals and Socialism, University of Chicago Press, Chicago, 1997
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8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Recap and preparing for the exam	Presentation and discussion	
2	Entrepreneurship: the transmission belt between micro and macro The role of entrepreneur in economic growth and development (“physiology” of economic dynamics). The role of entrepreneur in the business cycle (mass entrepreneurial error and the “pathology” of economic dynamics)	Project presentation, debates, simulations, case studies	
3	Profit management and bureaucratic management The difference between a private entrepreneur and a public administrator	Project presentation, debates, simulations, case studies	
4	Entrepreneurship in business, the difference between management and entrepreneurship The entrepreneur and the firm	Project presentation, debates, simulations, case studies	
5	The theory of entrepreneurship – competition, profit, loss Successful entrepreneurial stories, from theory to practice. The role of formal education in teaching this discipline	Project presentation, debates, simulations, case studies	
6	Benchmarks in evaluating the business environment Factors that influence competitiveness, the distinction between competitiveness and comparative advantage. Factors that restrict or enhance entrepreneurial activity, accompanied by well-established macroeconomic indicators. The role of institutions in unleashing the entrepreneurial activity	Project presentation, debates, simulations, case studies	
7	Presentation of the seminar activity The entrepreneur and the problem of resources allocation in different economic systems	Presentation and discussion	
8	Presentation of the seminar activity The entrepreneur and the problem of resources allocation in different economic systems	Presentation and discussion	
9	Benchmarks in evaluating the business environment Factors that influence competitiveness, the distinction between competitiveness and comparative advantage. Factors that restrict or enhance entrepreneurial activity, accompanied by well-established macroeconomic indicators. The role of institutions in unleashing the entrepreneurial activity	Project presentation, debates, simulations, case studies	
10	The theory of entrepreneurship – competition, profit, loss Successful entrepreneurial stories, from theory to practice. The role of formal education in teaching this discipline	Project presentation, debates, simulations, case studies	
11	Entrepreneurship in business, the difference between management and entrepreneurship The entrepreneur and the firm	Project presentation, debates, simulations, case studies	

12	Profit management and bureaucratic management The difference between a private entrepreneur and a public administrator	Project presentation, debates, simulations, case studies	
13	Entrepreneurship: the transmission belt between micro and macro The role of entrepreneur in economic growth and development (“physiology” of economic dynamics). The role of entrepreneur in the business cycle (mass entrepreneurial error and the “pathology” of economic dynamics)	Project presentation, debates, simulations, case studies	
14	Recap and preparing for the exam	Presentation and discussion	

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- Boettke, Peter J., and Coyne, Christopher J, Entrepreneurship and Development: Cause or Consequence, Advances in Austrian Economics, 2003
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- Stanley, Brian J, Why Don't Entrepreneurs Outsmart the Business Cycle?, 2007, Mises Daily
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- Gwartney, James et al., Economic Freedom of the World in 2011, In Economic Freedom of the World: 2013 Annual Report, Fraser Institute, 2013, Washington DC, 2013
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- Klein, Peter G, Economic Calculation and the Limits of Organisation, In The Capitalist and the Entrepreneur: Essays on Organizations and Markets, Ludwig von Mises Institute, Auburn, 2010
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**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 curriculum/ syllabus is based on the requirements of the labor market regarding the training of specialists in the field of Applied Modern Languages.  
 Permanent contact with representatives of professional associations in the field.

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Critical and in-depth understanding of theoretical concepts, recognition and operationalization in the evaluation of discussed applied case-studies	Active presence, initiation and involvement in relevant discussions; write and present projects / essays; scientific article / book review	30.00
10.2. Final assessment	Î Critical and in-depth understanding of theoretical concepts, recognition and operationalization in the evaluation of discussed applied case-studies	Oral examination, held online.	70.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance	Understanding the basic concepts. The points accumulated in the seminar activity will be taken into consideration only if the student obtains the minimum passing grade on the written final exam.		

Date of listing,  
04/25/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,