



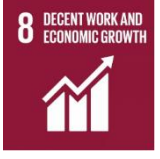
SYLLABUS

Academic Year 2024-2025

1. Information regarding the program

1.1. Higher education institution	Babeş-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study program/Qualification	Business Administration in Hospitality Services (English)

2. Information regarding the course

2.1. Name of the course	Antreprenoriat în industria ospitalităţii/Entrepreneurship in the Hospitality Industry						
2.2. Code	ILE0092						
2.3. Course coordinator	Assoc. Prof. Monica Maria COROŞ, PhD						
2.4. Seminar coordinator	Assoc. Prof. Monica Maria COROŞ, PhD						
2.5. Year of study	2	2.6. Semester	2		2.7. Type of evaluation	E	2.8. Type of course

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					19
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					18
Tutorship					2
Evaluations					2
Other activities:	Preparation for the final exam				8
3.7. Total individual study hours					69
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)



5.1. for the course	<ul style="list-style-type: none"> The students are expected to attend both lectures and seminars with their mobile phones shut off. The students are expected to contribute during the lecture hours by asking questions and with short interventions based on the literature that they have read. They also must read the sources indicated by the teacher.
5.2. for the seminar/lab activities	<p>The project (Business Concept) is compulsory and it is going to be realized individually or in teams of maximum 3 students. Further details regarding the structure of the project are going to be detailed during the first seminar. The projects are going to be submitted in printed form after the half of the semester.</p>

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> C1.2. Identification of concrete methods of data collection, processing, and analysis according to various specific situations and operating conditions of the company C1.4. Analysis, assessment, and validation of empirical data and results to avoid and eliminate misinterpretation C1.5. Development and proposal of projects for the use of empirical economic data in business activity C2.2. Analysis, selection, and validation of business research methods according to specific requirements of the decision-making system C2.4. Analysis and assessment of business environment trends; proposal of strategic alternatives for business activity
Transversal competencies	<ul style="list-style-type: none"> CT1. Implementation of ethical principles, norms, and values within one's own rigorous, effective, and responsible working strategy CT2. Identification of roles and responsibilities within a multi-skilled team and use effective teamwork and interpersonal techniques

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> To familiarize the students with the manner how an enterprise can be initiated and an SME can be managed while contributing to the development of decent work opportunities and economic growth.
7.2. Specific objective of the course	<ul style="list-style-type: none"> To discuss in a systemic vision the most important issues involved by the projection, establishment, functioning and development of an SME. To analyze the entrepreneurial phenomenon in the case of the Romanian economy. To develop entrepreneurial skills. To highlight the determining role of the entrepreneur for an SME in the present economic context.



8. Content

8.1. Course		Teaching Method	Remarks
1	Small and Medium-Sized Enterprises and Their Economic Role. Romanian SMEs' Development Throughout the 20 th Century	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
2	Entrepreneurship and Entrepreneur	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 lectures
3	The Business Opportunity	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
4	Starting a Business	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 lectures
5	The Management of a Small Business	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 lectures
6	Building the Team	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
7	The Strategy of SMEs	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
8	The Marketing of SMEs	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
9	The Financing of SMEs	Interactive exposition and discussions based on examples offered both by the teacher and the students	1 lecture
10	Types of Entrepreneurship	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 lectures
Bibliography	<ol style="list-style-type: none"> 1 Audretsch, David B.; Grimm, Heike; Wessner, Charles W., 2005, <i>Local Heroes in the Global Village. Globalization and New Entrepreneurship Policies</i>, Springer Verlag. 2 Barringer, B. R., Ireland, R. D., (2012), <i>Entrepreneurship: Successfully Launching New Ventures</i>, 4th Edition, Pearson. 3 Burns, Paul, 2001, <i>Entrepreneurship and Small Business</i>, Palgrave. 4 Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, <i>The Economics of Small Businesses. An International Perspective</i>, Springer Physica-Verlag. 5 Friend, Graham; Zehle, Stefan, 2004, <i>The Economist Guide to Business Planning</i>, The Economist Newspaper Ltd. 		



- 6 Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, *The Family Business in Tourism and Hospitality*, CABI Publishing.
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- 8 Gordon, Michael E., 2012, *Antreprenoriatul. Transformă-ți ideile în mașini de făcut bani*, Curtea Veche.
- 9 Harris, Wendy Beech, 2001, *Against all Odds: Ten Entrepreneurs Who Followed Their Hearts and Found Success*, John Wiley & Sons.
- 10 Hatten, Timothy S., 2012, *Small Business Management. Entrepreneurship and Beyond*, 5th edition, South-Western CENGAGE Learning.
- 11 Hessels, Jolanda, 2008, *International Entrepreneurship: Value Creation Across National Borders*, Erasmus Research Institute of Management (ERIM).
- 12 Hillstrom, Kevin; Hillstrom Laurie Collier, 2002, *Encyclopedia of Small Business*, 2nd edition, A-I (Volume 1) and J-Z (Volume 2), Gale Group Thomson Learning.
- 13 Hisrich, R. D., Peters, M.P., Shepherd, D. A. (2011), *Entrepreneurship*. Ed. McGraw-Hill, Boston – disponibilă la Biblioteca de Studii Germane
- 14 Hisrich, Robert D. and Claudine Kearney (2012), *Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company*, McGraw Hill.
- 15 Kotler Philip, *Managementul marketingului*, Editura Teora, București, 1997.
- 16 Kuratko, Donald F., 2009, *Introduction to Entrepreneurship*, 8th edition, South-Western CENGAGE Learning.
- 17 Lee-Ross, Darren; Lashley, Conrad, 2009, *Entrepreneurship & Small Business Management in the Hospitality Industry*, Butterworth-Heinemann Elsevier.
- 18 Mariotti, Steve; Glackin, Caroline, 2012, *Antreprenoriat. Lansarea și administrarea unei afaceri*, BizKit.
- 19 Neck, Heidi M., Neck, Christopher P., Murray, Emma L., 2020, *Entrepreneurship - International Student Edition. The Practice and Mindset*, Sage Publications (Library of the Faculty of Business).
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- 22 Pinson, Linda, 2003, *Anatomy of a Business Plan*, 5th edition, eBook.
- 23 Rhodri, Thomas; Marcjanna, Augustyn (editors), 2007, *Tourism in the New Europe: Perspectives on SME Policies and Practices*, Elsevier.
- 24 Rusu, Sergiu, 2014, *Antreprenoriat în turism și industria ospitalității*, C. H. Beck.
- 25 Scarborough, Norman M., 2012, *Effective Small Business Management. An Entrepreneurial Approach*, 10th edition, Prentice Hall.
- 26 Sijde, Peter, van der Ridder, Annemarie Blaauw, Gerben, 2010, *Teaching Entrepreneurship - Cases for Education and Training*, Physica-Verlag HD (Library of the Faculty of Business).
- 27 Stokes, David, 1992, *Small Business Management. An Active-Learning Approach*, Continuum.
- 28 Stokes, David, 1998, *Small Business Management. A Case Study Approach*, 3rd edition, Continuum.
- 29 Tañău, Adrian Dumitru, 2011, *Entrepreneurship. Gândește inovator și pragmatic*, C. H. Beck.



	<p>30 Wickham, Philip A., 2001, <i>Strategic Entrepreneurship. A Decision-Making Approach to new Venture Creation and Management</i>, Prentice Hall. Stokes D., <i>Managementul micilor afaceri</i>, Editura Casa Cărții de Știință, Cluj-Napoca, 2001.</p> <p>31 *** CARTA ALBA a IMM-urilor din România – collection of 2006-2021, Editura Olimp, București.</p>
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8.2. Seminar/laboratory		Teaching Method	Remarks
1	Introductory and organizing seminar. Presentation of the topics and of the requirements. The Analysis of the SMEs' Sector in Romania	Interactive exposition	1 seminar
2	The Feasibility Study	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 seminars
3	The Business Plan	Interactive exposition and discussions based on examples offered both by the teacher and the students	2 seminars
4	Identification of the Business Opportunity	Analysis and debate of case studies prepared by the teacher	1 seminar
5	The Profile of a Successful Entrepreneur	Analysis and debate of case studies prepared by the students	2 seminar
6	Manners How a Business Can Be Started	Analysis and debate of case studies prepared by the teacher	1 seminar
7	The Strategy of a Small Business	Analysis and debate of case studies prepared by the teacher	1 seminar
8	Human Resource Management of SMEs	Analysis and debate of case studies prepared by the teacher	1 seminar
9	Submission of Business Concepts	Analysis and debate of case studies prepared by the teacher & Feedback for submitted projects	3 seminars
Bibliography	<p>1 Audretsch, David B.; Grimm, Heike; Wessner, Charles W., 2005, <i>Local Heroes in the Global Village. Globalization and New Entrepreneurship Policies</i>, Springer Verlag.</p> <p>2 Barringer, B. R., Ireland, R. D., (2012), <i>Entrepreneurship: Successfully Launching New Ventures</i>, 4th Edition, Pearson.</p> <p>3 Burns, Paul, 2001, <i>Entrepreneurship and Small Business</i>, Palgrave.</p> <p>4 Calcagnini, Giorgio; Favaretto, Ilario (editors), 2011, <i>The Economics of Small Businesses. An International Perspective</i>, Springer Physica-Verlag.</p> <p>5 Friend, Graham; Zehle, Stefan, 2004, <i>The Economist Guide to Business Planning</i>, The Economist Newspaper Ltd.</p> <p>6 Getz, Donald; Carlsen, Jack; Morrison, Alison, 2004, <i>The Family Business in Tourism and Hospitality</i>, CABI Publishing.</p>		



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9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

With the purpose of establishing the contents of the discipline, there have been carried out documented researches regarding the contents of similar disciplines that are taught at prestigious universities from abroad. For a better correlation of the contents with the realities of the Romanian market, there have been organized meetings with businesspersons from Romania.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the grade (%)
	<p>For the Entrepreneurship class, the students have the possibility to opt between taking a <i>final written exam (40%)</i> (multiple choice test + open-end questions and/or true or false questions) OR <i>final exam (10%) + oral examination (30%)</i> by making 3 mini-lesson presentations based on topics provided by the teacher (all mini-lessons must be documented from at least 3 sources; students are required to provide a written document containing the mini-lesson plus a presentation of the topic) – the topics and the schedule are organized in an editable document provided by the teacher by the end of the 1st week of the semester).</p>		
10.4 Course	<ul style="list-style-type: none"> • understanding of the basic notions of SMEs' management; • correctness and completeness of the acquired knowledge; • logic coherence; • specialized language; 	<p><i>Written examination.</i> The access to the examination process is conditioned by the submission of the <i>Business Concept Project</i>.</p> <p>!!! In order to attend the final exam, students must register for the exam, picking the first or the second date (through the Assignment created in this respect). All the conditions are valid for the re-sit exam, too.</p>	<p>50 % final exam*</p>
		<p><i>Final exam and Oral examination – Three interventions based on</i></p>	<p>20 % final exam*</p>



		topics chosen by the students from the topics established by the teacher or proposed by the students (mini-lesson presentations)	30 % 3 mini-lessons
* In order to pass the <i>final exam</i> and for the final grade to be calculated (the final grade contains the grade for the written exam (40 %) OR the grade for the written exam (10 %) and the grades received for the mini-lesson presentations made by the students (30 %) all students must pass the written exam (obtaining a grade of minimum 5).			
10.5 Seminar/Lab	<ul style="list-style-type: none"> acquisition and understanding of the topics discussed both during the lecture hours and the seminars; interest for personal development and preparation, seriousness in approaching the discussion topics 	Submission of the <i>Entrepreneurial Profile project</i> – individually (students receive an interview guide and are expected to interview an entrepreneur; they must submit the taped interview and an essay based on the interview).	15 %
10.5 Seminar/lab activities		Submission of the <i>Business Concept project</i> – individually or in groups of at most 3 students (preconditions the access to the final exam); further details are provided in class;	35 %
10.6. Minimum Performance Standard			
➤ understanding and knowing the basic notions and the fundamental elements of SMEs' management.			

Date	Course coordinator	Seminar coordinator
24.04.2024	Assoc. Prof. Monica Maria Coroș, PhD	Assoc. Prof. Monica Maria Coroș, PhD
Date of approval	Head of department	
22.05.2024	Assoc. Prof. Marius Bota, PhD	