



SYLLABUS Academic year 2024-2025

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeș-Bolyai
1.2. Faculty	Faculty of Business
1.3. Department	Hospitality services
1.4. Field of study	Business Administration
1.5. Study cycle	Master studies
1.6. Study programme / Qualification	IBA

2. Information regarding the course

2.1. Name of the course	International entrepreneurship						
2.2. Code	IME0017						
2.3. Course coordinator	Assoc. prof. Oana Adriana Gică, PhD						
2.4. Seminar coordinator	Assoc. prof. Oana Adriana Gică, PhD						
2.5. Year of study	2	2.6. Semester	3	2.7. Type of evaluation	C	2.8. Type of course	Elective

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

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					10
Additional documentation (in libraries, on electronic platforms, field documentation)					13
Preparation for seminars/labs, homework, papers, portfolios and essays					20
Tutorship					2
Evaluations					2
Other activities:					
3.7. Total individual study hours					47
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	Not the case
4.2. competencies	Not the case

5. Conditions (if necessary)

5.1. for the course	Lecture Hall equipped with video-projector, computer
5.2. for the seminar /lab activities	Room equipped with video-projector, computer



6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> ✓ In-depth knowledge and systematic use of the set of information resulting from the theoretical, methodological, legislative, and practical developments specific to business administration at international level ✓ Higher ability to substantiate and assess strategies and decision alternatives, as well as their selection and implementation in business administration at international level/ within multinational corporations ✓ Ability to adapt dynamically to changes emerging in both national and international business settings by an appropriate and flexible use of the information available
Transversal competencies	<ul style="list-style-type: none"> ✓ Promoting the principles, norms and values of professional ethics in conditions of professional autonomy and independence. ✓ Identification of roles and responsibilities in a team and their application within companies.

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

7.1. General objective of the course	This course focuses on how to conduct business across borders. It addresses how founders/owners of entrepreneurial ventures exploit international business opportunities and address the challenges of conducting business internationally.
7.2. Specific objective of the course	<ul style="list-style-type: none"> ✓ Identify the various aspects and importance of international entrepreneurship ✓ Identify sources of information available for entrepreneurs seeking to move internationally ✓ Describe opportunities available to small businesses in the global environment ✓ Identify the important strategic issues in international entrepreneurship ✓ Discuss problems and barriers to international entrepreneurship ✓ Prepare an international business plan for a new business venture or international expansion ✓ Understand the advantages and disadvantages of exporting/importing, international franchising, joint ventures, and foreign direct investment

8. Content

8.1. Course	Teaching method	Remarks
The entrepreneurial process	Interactive lecture	One lecture
International entrepreneurship	Interactive lecture	One lecture
Leadership, entrepreneurship and management of small businesses	Interactive lecture	One lecture



Understanding the Risks of Small Business Ownership	Interactive lecture	One lecture
Franchising and the small business	Interactive lecture	One lecture
Taking Over an Existing Business	Interactive lecture	One lecture
Starting a New Business	Interactive lecture	One lecture
Entrepreneurial creativity	Interactive lecture	One lecture
International Small Business	Interactive lecture	Three lectures
The International Challenge	Interactive lecture	One lecture
Strategy and the small business	Interactive lecture	Two lectures
Bibliography	<ol style="list-style-type: none"> 1. Burger-Helmchen, T.(Ed.) (2012), <i>Entrepreneurship – Creativity and Innovative Business Models</i>, InTech 2. Carter, S., Jones-Evans, D. (2006), <i>Enterprise and Small Business - Principles, Practice and Policy</i>, Second Edition, Pearson Education Limited 3. Cavusgil, S., T., Knight, G. (2009), <i>Born Global Firms: A New International Enterprise</i>, Business Expert Press 4. Etemad, H., Wright, R. (2003), <i>Globalization and, Entrepreneurship, Policy and Strategy Perspectives</i>, Edward Elgar Publishing Limited 5. Hatten, T. S. (2009), <i>Small Business, Management, Entrepreneurship and Beyond</i>, Fifth Edition, South-Western, Cengage Learning 6. Harris, T., (2006) <i>Start-up : a practical guide to starting and running a new business</i>, ed. Springer, Berlin ; Heidelberg.- available at the library of the Faculty of Business 7. Hisrich, R. D., Peters, M.P., Shepherd, D. A. (2011), <i>Entrepreneurship</i>. Ed. McGraw-Hill, Boston - available at biblioteca facultății de Studii Germane 8. Hisrich, D., R.(2010), <i>International Entrepreneurship – Starting, Developing and Managing a Global Venture</i>, Sage Publication 9. Jones, M. V., Dimitratos, P., Fletcher, M., Young, S (2009), <i>Internationalization, Entrepreneurship and the Smaller Firm</i>, Edward Elgar Publishing Limited 10. Kuratko, Donald F. (2009), <i>Introduction to Entrepreneurship</i>, 8 th edition, South-Western CENGAGE Learning - available at the library of the Faculty of Business 11. Smallbone, D. (2009), <i>Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research</i>. Ed. Edward Elgar Publishing, Cheltenham - available at the library of the Faculty of Political Sciences and Public Administration 12. Stokes, D. R., Wilson N. (2006), <i>Small business Management and Entrepreneurship</i>, ed. Thomson, Canada ; Mexico - available at the library of the Faculty of Economics and Business Administration 13. Timmons, J. A., Spinelli S.(2007), <i>New venture creation : entrepreneurship for the 21st century</i>. Ed. McGraw-Hill, Boston - available at BCU 14. Văduva, S. (2014), <i>Developing entrepreneurship and creativity in the Romanian business environment</i>. Ed. Emanuel University Press, Oradea. - - available at BCU 	

8.2. Seminar / laboratory	Teaching method	Remarks
Presentation of seminar structure and requirements.	Interactive lecture,	One seminar
Organization of work groups	processing documents	
Opportunity assessment plan	Interactive exposition, exemplification	Two seminars



The content of a Global Business Plan	Interactive exposition, exemplification	Two seminars
The profile of an international entrepreneur	In class presentation	Two seminars
Entrepreneurial creativity	Case study	One seminar
Initiating global businesses	Case study	One seminar
Opportunity assessment plan	In class presentation	Two seminars
International Small Business	Case study	One seminar
Global Business plan presentation	In class presentation and discussion	Two seminars

Bibliography	<ol style="list-style-type: none">1. Burger-Helmchen, T.(Ed.) (2012), <i>Entrepreneurship – Creativity and Innovative Business Models</i>, InTech2. Carter, S., Jones-Evans, D. (2006), <i>Enterprise and Small Business - Principles, Practice and Policy</i>, Second Edition, Pearson Education Limited3. Cavusgil, S., T., Knight, G. (2009), <i>Born Global Firms: A New International Enterprise</i>, Business Expert Press4. Etemad, H., Wright, R. (2003), <i>Globalization and, Entrepreneurship, Policy and Strategy Perspectives</i>, Edward Elgar Publishing Limited5. Hatten, T. S. (2009), <i>Small Business, Management, Entrepreneurship and Beyond</i>, Fifth Edition, South-Western, Cengage Learning6. Harris, T., (2006) <i>Start-up : a practical guide to starting and running a new business</i>, ed. Springer, Berlin ; Heidelberg.- available at the library of the Faculty of Business7. Hisrich, R. D., Peters, M.P., Shepherd, D. A. (2011), <i>Entrepreneurship</i>. Ed. McGraw-Hill, Boston - available at biblioteca facultății de Studii Germane8. Hisrich, D., R.(2010), <i>International Entrepreneurship – Starting, Developing and Managing a Global Venture</i>, Sage Publication9. Jones, M. V., Dimitratos, P., Fletcher, M., Young, S (2009), <i>Internationalization, Entrepreneurship and the Smaller Firm</i>, Edward Elgar Publishing Limited10. Kuratko, Donald F. (2009), <i>Introduction to Entrepreneurship</i>, 8 th edition, South-Western CENGAGE Learning - available at the library of the Faculty of Business11. Smallbone, D. (2009), <i>Entrepreneurship and growth in local, regional and national economics: frontiers in european entrepreneurship research</i>. Ed. Edward Elgar Publishing, Cheltenham - available at the library of the Faculty of Political Sciences and Public Administration12. Stokes, D. R., Wilson N. (2006), <i>Small business Management and Entrepreneurship</i>, ed. Thomson, Canada ; Mexico - available at the library of the Faculty of Economics and Business Administration13. Timmons, J. A., Spinelli S.(2007), <i>New venture creation : entrepreneurship for the 21st century</i>. Ed. McGraw-Hill, Boston - available at BCU14. Văduva, S. (2014), <i>Developing entrepreneurship and creativity in the Romanian business environment</i>. Ed. Emanuel University Press, Oradea. - - available at BCU
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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

The discipline is always renewed considering the novelties in the field. The course content is similar to courses from universities abroad.



10. Evaluation

<i>Type of activity</i>	<i>10.1 Evaluation criteria</i>	<i>10.2 Evaluation method</i>	<i>10.3 Share of final grade</i>
10.4. Course	<ul style="list-style-type: none"> correct logical and coherent application of the concepts learned 	<p>Final exam will consist of both multiple-choice questions and opened questions.</p> <p>To access the final exam student have to submit the Global Business plan project.</p> <p>Is mandatory that the students obtain minimum 5 points out of 10 at the final exam.</p>	40 %
	<ul style="list-style-type: none"> active participation to group discussions by formulating personal opinions. 		
10.5. Seminar/lab activities	<ul style="list-style-type: none"> learning and understanding of issues dealt with at course and seminar; correct logical and coherent application of the concepts learned 	<p>Group Project (3 students) – International Opportunity assessment plan</p> <p>Students have to prepare a written report and a ppt presentation.</p>	30%
		<p>Group Project (3 students) – Global Business plan</p> <p>Students have to prepare a written report and a ppt presentation.</p>	30%
The grading policy (the computation of the final grade) will remain the same in the re-evaluation sessions.			
10.6. Minimum performance standards			
➤ Understanding key issues related to international entrepreneurship			

Date	Course coordinator	Seminar coordinator
19.04.2024	Assoc prof. Oana Adriana Gică, PhD	Assoc. prof. Oana Adriana Gică, PhD
22.05.2024	Date of approval	Head of department Conf. dr. Marius Bota