

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	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Entrepreneurship and sustainable development								
2.2. Code	19.0244IF1.1-0001								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	prof.univ.dr. PĂUNESCU CARMEN MONICA				carmen.paunescu@fabiz.ase.ro			
	S(S)	prof.univ.dr. PĂUNESCU CARMEN MONICA				carmen.paunescu@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	
Additional documentation in the library, on specialized online platforms and in the field	4.00
Preparation of seminars, labs, assignments, portfolios and essays	30.00
Tutorials	
Examinations	60.00
Other activities	

4. Prerequisites

4.1. of curriculum	Entrepreneurial culture
4.2. of competences	

5. Conditions

for the C(C)	Computer, videoprojector, internet, multimedia
for the S(S)	Computer, videoprojector, internet, multimedia

6. Acquired specific competences

	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	Development of an entrepreneurial thinking and action, recognizing and evaluating opportunities, developing own company and developing a business idea in an existing organization
7.2. Specific objectives	Developing an entrepreneurial thinking based on innovation Elaboration of research and professional projects to evaluate the feasibility of a business idea

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction to the course. Entrepreneurship Competence Framework	Discussions, debates, case studies, multimedia	
2	Key facts and figures about entrepreneurship. The role of innovation	Discussions, debates, case studies, multimedia	
3	Business case introduction & Understanding the start-up phase: what does it imply?	Discussions, debates, case studies, multimedia	
4	Developing a Successful Business Model. Ownership models and legal environment	Discussions, debates, case studies, multimedia	
5	Cooperation models in the context of social innovation	Discussions, debates, case studies, multimedia	
6	Product and service design	Discussions, debates, case studies, multimedia	
7	Introduction to market/ customer research	Discussions, debates, case studies, multimedia	
8	Strategies for Business Growth	Discussions, debates, case studies, multimedia	
9	Business Growth Financing	Discussions, debates, case studies, multimedia	
10	Entrepreneurial Marketing	Discussions, debates, case studies, multimedia	
11	Staffing, Leading, Growing	Discussions, debates, case studies, multimedia	
12	Impact evaluation	Discussions, debates, case studies, multimedia	
13	Management Succession and Continuity & Presentation of the business case solutions	Presentation, discussions, feedback	
14	Sustainable Entrepreneurship and Course wrap-up	Debates, feedback	

Bibliography

- Robert D Hisrich and Michael P Peters, Entrepreneurship, Mc Graw Hill, 2016, Statele Unite ale Americii
- Charles E Bamford, Garry D. Bruton, ENTREPRENEURSHIP: The Art, Science, and Process for Success, Mc Graw Hill, 2015, Statele Unite ale Americii
- Kuemmerle, W. , Case Studies in International Entrepreneurship. Managing and Financing Ventures in the Global Economy, Mc Graw Hill, 2005, Statele Unite ale Americii
- Barringer, B.R.; Ireland , D.R., Entrepreneurship: Successfully Launching New Ventures, Forth Edition, Pearson& Prentice Hall, 2011, Statele Unite ale Americii
- Strauss, Steven D. , The Business Start-up Kit, A Kaplan Professional Company, Chicago Dearborn, 2003, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Course and seminar logistics; team set-up	Project oral presentation	
2	Start the team work – learn about the business case; prepare a semi-structured interview; plan field research	Project oral presentation	
3	Storyboarding the customer journey/empathy walk - first insights. Prepare method for interacting with customers	Interactive methods by using media means and case studies. Project	
4	Fine tune storyboards with customer feedback and info from the stakeholders;	Interactive methods by using media means and case studies. Project	
5	Brainstorming and concept development - 2-3 best ideas for a short napkin pitch	Interactive methods by using media means and case studies. Project	
6	Assumption testing - critically asses and consolidate the concepts. Prepare versions of napkin pitches	Interactive methods by using media means and case studies. Project	
7	Fine tune the product/service improvement with feedback from stakeholders. From IDEA to PRACTICE	Interactive methods by using media means and case studies. Project	
8	Assumption testing - critically asses and consolidate the concepts. Present final versions of napkin pitches for the stakeholders. Get feedback	Interactive methods by using media means and case studies. Project	
9	Build the business case	Interactive methods by using media means and case studies. Project	
10	Build the business case	Interactive methods by using media means and case studies. Project	
11	Build the business case	Interactive methods by using media means and case studies. Project	
12	Build final story board for Stakeholders	Interactive methods by using media means and case studies. Project	
13	Mockup presentation storyboard. Get feedback and prepare final presentations for stakeholders;	Interactive methods by using media means and case studies. Project	
14	Final evaluation. Feedback for the learning process, take aways and lessons learned		
<p><i>Bibliography</i></p> <ul style="list-style-type: none"> - Robert D Hisrich and Michael P Peters, Entrepreneurship, Mc Graw Hill, 2016 - Charles E Bamford, Garry D. Bruton, ENTREPRENEURSHIP: The Art, Science, and Process for Success, Mc Graw Hill, 2015 - Kuemmerle, W. , Case Studies in International Entrepreneurship. Managing and Financing Ventures in the Global Economy, Mc Graw Hill, 2005 			

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 developed based on inputs received from the business environment in Romania, through meetings and debates.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Group project, case study discussions	Progressive evaluation	40.00

10.2. Final assessment	Written subject	Written exam	60.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance	Obtaining minimum 5 points.		

Date of listing,
12/17/2019

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,