



## COURSE DESCRIPTION

### 1. Data concerning the program

1.1 Higher education institution	Valahia University of Târgoviște
1.2 Faculty / Department	Economic Sciences
1.3 Department	Management - Marketing
1.4 Area of academic study	Administrarea Afacerilor în Limba Engleză
1.5 Study Cycle	License
1.6 Study Program /Qualification	Business Administration

### 2. Data concerning the teaching unit

2.1 Title of the teaching unit	<b>Entrepreneurship and Business Management</b>						
2.2 Coordinator (Course Lecturer)							
2.3 Seminar Lecturer							
2.4 Year of study	III	2.5 Semester	I	2.6 Type of evaluation	E	2.7 Course: mandatory /elective	Mandatory

### 3. Total estimated time (hours per semester of educational activities)

3.1 Numbers of hours per week	4	Of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours in curriculum	56	Of which: 3.5 course	28	3.6 seminar/laboratory	28
Time management					Hours
Studying after manual, references, recommended reading, course support and notes					21
Additional documentation in library, specialized e-platforms and on the ground					6
Preparation of seminars / labs, homework, portfolios and essays					33
Tutorship					5
Assessment					4
Other activities: case study, essay					-
3.7 Total no. of hours of individual study					69
3.9 Total no. of hours per semester					125
3.10 Number of ECTS					5

### 4. Pre-requirements (if applicable)

4.1 Teaching units	Marketing, Management, Financial Accounting, Finance Company
4.2 Competencies and skills	Foreign language, Informatics

### 5. Co-requirements (if applicable)

5.1 For deployment of course	In the online system, by using the MOODLE e-learning platform of UVT ( <a href="https://moodle.valahia.ro/">https://moodle.valahia.ro/</a> ) and the Microsoft TEAMS online videoconferencing platform
5.2 For deployment of seminar/laboratory	In the online system, by using the MOODLE e-learning platform of UVT ( <a href="https://moodle.valahia.ro/">https://moodle.valahia.ro/</a> ) and the Microsoft TEAMS online videoconferencing platform

### 6. Specific competencies acquired

Professional competencies	C2 Support for the management regarding the activity of the entire company / organization C3 Management of a subdivision in the company / organization structure C4 Support in human resources management
Transversal competencies	CT2. Identifying of roles and responsibilities in a pluri-specialized team and application of effective techniques and working relationships within the team. CT3. Identifying of training opportunities and effective utilization of resources and learning techniques for personal development

## 7. Objectives of the teaching unit (emerging form the grid of specific competencies acquired)

7.1 General objective	<p>1. Diversification and filling entrepreneurial knowledge through an interdisciplinary approach of business operations, developing the ability to act responsibly, independently and creatively in the evaluation and resolution of problems in the specific environment of business specialists in accounting and management informatics according to current requirements of the labor market.</p> <p>2. Building of sustainable business over time, step by step, to the economic field specialized in accounting and management informatics.</p> <p>3. Learning the principles, criteria and methods aiming thr profile of successful entrepreneurs and the formulation of advantages and risks of entrepreneurship.</p> <p>4. Develop business plans using established principles and methods in the field.</p> <p>5. Knowledge, understanding concepts, theories and basic methods of field and area of specialization; their appropriate use in professional communication in order to satisfy the beneficiaries through the use of an performant educational process, based on new information technologies and communication.</p>
7.2 Specific objectives	<p><i>A. Cognitive objectives.</i> Knowledge of local business system, from making a business plan; Develop skills of analysis and synthesis of information and interdisciplinary collaboration skills.</p> <p><i>B. Procedural objectives.</i> Acquiring knowledge necessary for initiating and developing sustainable business.</p> <p><i>C. Attitudinal objectives.</i> Acquiring skills needed by students to initiate entrepreneurial main concerns, run and manage a sustainable business; Acquiring ethical behavior in business.</p>

## 8. Contents of the teaching unit

8.1 Course	Teaching methods	Observations
<p>Course 1. Knowledge entrepreneurship course</p> <p>1.1. Brief history of entrepreneurship</p> <p>1.2. Defining Entrepreneurship</p> <p>1.3. Costs and benefits of being an entrepreneur</p> <p>1.4. Entrepreneurship Options</p>	Methods using interactive media,use of the customized platform of the course	3 hours
<p>Course 2. Entrepreneurial Activity</p> <p>2.1. Functions and attributes of an entrepreneur: the 4A</p> <p>2.2. Necessary qualities of a successful entrepreneur</p> <p>2.3. Social entrepreneur, netpreneur, intrapreneur: types of entrepreneurs</p>	Methods using interactive media,use of the customized platform of the course	2 hours
<p>Course 3. Start a business</p> <p>3.1. Questionable value business ideas</p> <p>3.2. Transforming the business opportunity</p> <p>3.3. Decision making process</p> <p>3.4. The competitive advantage of your business</p> <p>3.5. Feasibility: "Unit Economics"</p>	Methods using interactive media,use of the customized platform of the course	2 hours
<p>Course 4. Exploring the market</p> <p>4.1. Markets and marketing</p> <p>4.2. Types and methods of research</p> <p>4.3. Customer knowledge using market research</p> <p>4.4. KYC (Know Your Customer)</p> <p>4.5. Target Market Segment</p> <p>4.6. Product life-cycle management</p> <p>4.7. Market positioning - exploiting the competitive advantage</p>	Methods using interactive media,use of the customized platform of the course	3 hours
<p>Course 5. Marketing Plan</p> <p>5.1. The four factors of marketing</p> <p>5.2. Brand building</p> <p>5.3. Militant marketing</p> <p>5.4. Marketing as a fixed cost</p>	Methods using interactive media,use of the customized platform of the course	2 hours
<p>Course 6. Selling Smart</p> <p>6.1. Sales skills and business success</p> <p>6.2. Sales principles</p> <p>6.3. Business meeting</p> <p>6.4. Returning of customers lead to business success</p>	Methods using interactive media,use of the customized platform of the course	2 hours
<p>Course 7. Sources of funding</p> <p>7.1. Bootstrapping</p> <p>7.2. Personal sources, involves risking of the whole fortune</p> <p>7.3. The 3 P's: people, planet and profit</p> <p>7.4. Angel investors</p> <p>7.5. Banks</p> <p>7.6. Investment funds</p> <p>7.7. European funds</p> <p>7.8. The listing</p>	Methods using interactive media,use of the customized platform of the course	3 hours
<p>Course 8. Business Development Management</p> <p>8.1. Growing pains</p> <p>8.2. New markets, new territories, new products</p> <p>8.3. External resources for growth</p> <p>8.4. Restructuring solutions for businesses with problems</p>	Methods using interactive media,use of the customized platform of the course	2 hours
<p>Course 9. The end of the business in terms of entrepreneurship</p> <p>9.1. Business cycles</p> <p>9.2. Bankruptcy</p> <p>9.3. Succession in family</p> <p>9.4. Partial or total exit</p>	Methods using interactive media,use of the customized platform of the course	2 hours
<p>Course 10. Myths and stereotypes about entrepreneurs</p>	Methods using interactive media,use	2 hours

	of the customized platform of the course	
Course 11. Women entrepreneurship 11.1. Gender and discrimination 11.2. The relational entrepreneur 11.3. The psychological dimension - personality of the entrepreneur 11.4. Management practices 11.5. Enterprise type 11.6. Success factors 11.7. Women entrepreneurship in Romania	Methods using interactive media, use of the customized platform of the course	3 hours
Course 12. Social Entrepreneurship 12.1. Definition 12.2. Features 12.3. Benefits 12.4. The role of social entrepreneur 12.5. Social Enterprises	Methods using interactive media, use of the customized platform of the course	2 hours
References		
<ol style="list-style-type: none"> <li>1. Avasilcai, S. si altii, Antreprenoriat. Cercetari aplicative, Ed. Toderco, Cluj-Napoca, 2009.</li> <li>2. Baye Michael R., Prince Jeffrey T., Study Guide for Managerial Economics and Business Strategy, New York, McGraw-Hill Irwin, 2014.</li> <li>3. Berry Tim, Hurdle : The Book on Business Planning : How to develop and implement a successful business plan, Palo Alto Software, 2000.</li> <li>4. Brown Robert L., Gutterman Alan S., A Short Course in International Business Plans : Charting a Strategy for Success in Global Commerce, Novato, World Trade Press, 2003.</li> <li>5. Croitoru Gabriel, Anișoara Duică, „Management. Aplicații. Studii de caz”, Editura Bibliotheca, Târgoviște, 2006.</li> <li>6. Ghenea Marius, Antreprenoriat, Editura Universul Juridic SRL, 2011.</li> <li>7. Glackin Caroline, Mariott Steve, Antreprenoriat, Editura BIZKIT, 2012.</li> <li>8. Gordon Michael, Antreprenoriatul, Editura Curtea Veche, București, 2012.</li> <li>9. Jones Gareth R., Introduction to Business : How Companies Create Value for People, Boston, McGraw-Hill, 2007.</li> <li>10. Kevin D. Johnson, The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs, 2013.</li> <li>11. Mabey Christopher, Mayrhofer Wolfgang, Developing Leadership : Questions Business Schools don't Ask ?, Los Angeles, Sage, 2015.</li> <li>12. Miller Michael, Alpha Teach Yourself Business Plans in 24 Hours, Los Angeles, Alpha, 2002.</li> <li>13. Moschetto Bruno-Laurent, Le business plan : Pratique et conception, Paris, Economica, 2001.</li> <li>14. Robert Hisrich, Michael Peters, Dean Shepherd, Entrepreneurship, 9th Edition, 2012.</li> <li>15. Vagu Paraschiv, Stegăroiu Ion (coordonatori) Croitoru Gabriel, Duică Anișoara, Duică Mircea „Strategii manageriale”, Editura ProUniversitaria, 2014, p.847.</li> <li>16. Vagu Paraschiv, Stegăroiu Ion (coordonatori) Croitoru Gabriel, Duică Anișoara, Duică Mircea „Tratat de Management General. Planificare strategică”, vol. 2, 2013, p. 388.</li> <li>17. William D. Bygrave, Andrew Zacharakis, Entrepreneurship, 3rd Edition, Wiley, 2014.</li> <li>18. *** The Oxford Handbook of International Business, Oxford University, 2001.</li> </ol>		
8.2 Seminar/laboratory	Teaching methods	Observations
Case Studies: Art of dividing a pumpkin, from the desire to buy, recognition and development of business ideas	Dialogue Debate Group work	2 hours
Execution of the business plan: company mission, company description (name, legal form of organization and location) Managerial Leadership, business objectives, products and / or services	Team work Interpersonal acquaintance exercises	2 hours
Case Studies: From business idea to market opportunities, Online car sales	Dialogue Debate Group work	1 hour
Execution of the business plan: Marketing Planning (target market, current market segment, the existing customers, factors influencing purchasing behavior, industries falling under your business)	Team work Interpersonal acquaintance exercises	2 hours
Execution of the business plan: Past and future rise/ fall trends of the industry. Support and assistance from the state, supply and distribution channels	Dialogue Debate Group work Team work Interpersonal acquaintance exercises	3 hours
Execution of the business plan: Competition (description of competition, future competition, barriers to entry, SWOT) marketing objectives, marketing strategy	Dialogue Debate Group work Team work Interpersonal acquaintance exercises	3 hours
Execution of the business plan: Production planning and operations (production objectives and operations, manufacturing strategy and operations, locations, land, capital goods and inventory targets)	Dialogue Debate Group work Team work Interpersonal acquaintance exercises	3 hours
Execution of the business plan: Production and services, Evolution of production, of guide prices charged for sales and income potentially achievable	Dialogue Debate Group work Team work Interpersonal acquaintance exercises	3 hours
Execution of the business plan: environmental impact, human resource planning, human resource objectives	Dialogue Debate Group work Team work	3 hours

	Interpersonal acquaintance exercises	
Execution of the business plan: financial accounting planning, financial accounting objectives, financial accounting strategy, financial accounting estimates, costs of start-up, staff costs, profit and loss, cash flow	Dialogue Debate Group work Team work Interpersonal acquaintance exercises	3 hours
Execution of the business plan: forecasts on efficiency indicators, risk management, business plan implementation	Dialogue Debate Group work Team work Interpersonal acquaintance exercises	3 hours

#### References

1. Avasilcai, S. si altii, Antreprenoriat. Cercetari aplicative, Ed. Toderco, Cluj-Napoca, 2009.
2. Baye Michael R., Prince Jeffrey T., Study Guide for Managerial Economics and Business Strategy, New York, McGraw-Hill Irwin, 2014.
3. Berry Tim, Hurdle : The Book on Business Planning : How to develop and implement a successful business plan, Palo Alto Software, 2000.
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9. Jones Gareth R., Introduction to Business : How Companies Create Value for People, Boston, McGraw-Hill, 2007.
10. Kevin D. Johnson, The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs, 2013.
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13. Moschetto Bruno-Laurent, Le business plan : Pratique et conception, Paris, Economica, 2001.
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16. Vagu Paraschiv, Stegăroiu Ion (coordonatori) Croitoru Gabriel, Duică Anișoara, Duică Mircea „Tratat de Management General. Planificare strategică”, vol. 2, 2013, p. 388.
17. William D. Bygrave, Andrew Zacharakis, Entrepreneurship, 3rd Edition, Wiley, 2014.
18. \*\*\* The Oxford Handbook of International Business, Oxford University, 2001.

#### 9. Interrelating between the contents of the teaching unit and the expectations of the scientific community' representatives, professional associations and the representative employers in the field afferent to the program

Formation for students of a set of knowledge, skills and abilities needed by specialists in accounting and management informatics in entrepreneurship, in accordance with the current requirements of the labor market

#### 10. Assessment

Activity type	10.1 Criteria of assessment	10.2 Method(s) of assessment	10.3 Construction of the mark (including the weighting of the various partial marks)
10.4 Course	Acquiring specific knowledge	Written exam	40%
	Constant participation in the didactic activity.	Ongoing evaluation	10%
10.5 Seminar/laboratory	Developing and present the business plan	Oral presentation	40%
	The ability to apply theoretical knowledge	Presentation of a pitch	10%

#### 10.6 Minimal standard of performance

For Course (ongoing participation in discussions and case studies 5%) and seminary (2.5% for ongoing participation in the debate, 25% business plan development)