

SYLLABUS

1. Information regarding the programme

1.1 Higher education institution	Babeş-Bolyai University of Cluj-Napoca
1.2 Faculty	Faculty of Mathematics and Informatics
1.3 Department	Department of Informatics
1.4 Field of study	Informatics
1.5 Study cycle	Master
1.6 Study programme / Qualification	Informatics

2. Information regarding the discipline

2.1 Name of the discipline (en) (ro)	Fundamentals of Entrepreneurship Fundamente de antreprenoriat						
2.2 Course coordinator	Lect. PhD. Manuela Petrescu						
2.3 Seminar coordinator	Lect. PhD. Manuela Petrescu						
2.4. Year of study	1	2.5 Semester	1	2.6. Type of evaluation	VP	2.7 Type of discipline	F
2.8 Code of the discipline	FDAU0002						

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

3.1 Hours per week	2	Of which: 3.2 course	2	3.3 seminar/laboratory	0
3.4 Total hours in the curriculum	28	Of which: 3.5 course	28	3.6 seminar/laboratory	0
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					12
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					10
Tutorship					
Evaluations					5
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	None
4.2. competencies	None

5. Conditions (if necessary)

5.1. for the course	Use of an online educational platform (Microsoft Teams)
5.2. for the seminar /lab activities	None

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • Basic economics, marketing, accounting competences • Entrepreneurial skills • Research, analysis and synthesis of reliable data
Transversal competencies	<p>CT1. Public speaking</p> <p>CT2. Project development and presentation</p>

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

7.1 General objective of the discipline	<ul style="list-style-type: none"> • The course will introduce students to basic entrepreneurial, marketing and economical concepts, in order to discover and develop their entrepreneurial skills.
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> • Students will learn about the entrepreneurial process and how to manage it. • Students will be able to identify a potentially viable idea and to elaborate a business plan.

8. Content

8.1 Course	Teaching methods	Remarks
1. Innovation and entrepreneurship: main definitions and interdependencies.	Description, dialogue, debate, case studies	
2. Idea, unique selling proposition, validation. Turn a problem into an opportunity. <u>Assignment 1</u> : create teams, find an idea and try to apply the theoretical part.	Description, dialogue, debate, case studies	
3. Marketing (1): Who are my potential customers and what do they want? Who are my potential competitors and how can I outcompete them?	Description, dialogue, debate, case studies	
4. Marketing (2): Create a marketing strategy. <u>Assignment 2</u> : Find your customers, create	Description, dialogue, debate, case studies	

your marketing strategy.		
5. Team and leadership. How to build a team? Roles in a team.	Description, dialogue, debate, case studies	
6. How to write a business plan? Budget income expenditure, and amortization. <u>Assignment 3: Business plan</u>	Description, dialogue, debate, case studies	
7. Initial financing opportunities. Cooperations, ecosystem and intrapreneurship.	Description, dialogue, debate, case studies	
8. Public speaking: body language, pitch, persuasion techniques.	Description, dialogue, debate, case studies	
9. Digital transformation and innovative thinking.	Description, dialogue, debate, case studies	
10. Preparing to launch (regulations).	Description, dialogue, debate, case studies	
11. <u>Assignment 4: Public speaking, project presentation.</u>	Description, dialogue, debate, case studies	
12. Trends and regulations considering social responsibility	Description, dialogue, debate, case studies	
13. Summary.	Description, dialogue, debate.	
14. Q/A session	Dialogue, debate	
Bibliography Gwartney, James. D., Stroup, Richard L., Lee, Dwight R., (2005), Common Sense Economics: What Everyone Should Know about Wealth and Prosperity, Macmillan. Sartorelli, Deirdre (2017), Startup Smart: A handbook for entrepreneurs, published by Bureau of International Information Programs, United States Department of State. Reis, Eric. "The lean startup." New York: Crown Business 27 (2011). Duening, Thomas N., Robert A. Hisrich, and Michael A. Lechter. Technology entrepreneurship: Taking innovation to the marketplace. Academic Press, 2020.		

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

Entrepreneurship has the ability to improve standards of living and create wealth, not only for the entrepreneurs but also for related businesses. Entrepreneurs drive change with innovation, as new products enable new markets to be developed and promote economic growth.

Most of the entrepreneurial achievements are found in IT sector, so students in IT should acquire basic entrepreneurial knowledge in order to be able to successfully pursue an entrepreneurial carrier.

Last but not least, the core values of entrepreneurship (innovation, creativity, independence, determination etc.) are promoted by IT companies, so this course is also suitable for students who are not considering building their own startup.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Each of the assignments	Assignments 1-3: written	Assignments 1-3

	will be graded. Assignment 4 will be graded by both the TA and the other students.	form Assignment 4: oral examination	will be graded with 20%, assignment 4 will be graded with 40%

10.6 Minimum performance standards

- To promote discipline, the student must obtain at least the fifth grade at the final exam.

Date

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Signature of course coordinator

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Signature of seminar coordinator

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Date of approval

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Signature of the head of department

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