SYLLABUS

Fundamentals of Entrepreneurship
University year 2025-2026

1. Information regarding the programme

1.1. Higher education institution	**Babeş-Bolyai University of Cluj-Napoca**
1.2. Faculty	**Faculty of Mathematics and Computer Science**
1.3. Department	**Departament of Computer Science**
1.4. Field of study	Mathematics & Computer Science
1.5. Study cycle	Bachelor
1.6. Study programme/Qualification	Computer Science
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	**Fundamentals of Entrepreneurship**		Discipline code	FDAU0002
2.2. Course coordinator		Manuela Petrescu		
2.3. Seminar coordinator		Lect Manuela Petrescu		

2.4. Year of study		2.5. Semester	2	2.6. Type of evaluation	V	2.7. Discipline regime	F

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/project	**0**
3.4. Total hours in the curriculum	28	of which: 3.5 course	28	3.6 seminar/laboratory/project	**0**

Time allotment for individual study (ID) and self-study activities (SA)	hours
Learning using manual, course support, bibliography, course notes (SA)	12
Additional documentation (in libraries, on electronic platforms, field documentation)	20
Preparation for seminars/labs, homework, papers, portfolios and essays	10
Tutorship	
Evaluations	
Other activities:	5

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	

6.1. Specific competencies acquired [1]

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[1] One can choose either competences or learning outcomes, or both. If only one option is chosen, the row related to the other option will be deleted, and the kept one will be numbered 6.

Professional/essential competencies	• use of software tools in an interdisciplinary context
Transversal competencies	• use of efficient methods and techniques to learn, inform, research and develop the abilities to bring value to knowledge, to adapt at the requirements of a dynamical society and to communicate efficiently in Romanian language and in an international language

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

7.1 General objective of the discipline	• 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	• 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
Innovation and entrepreneurship: main definitions and interdependencies.	Description, dialogue, debate, case studies	
Idea, unique selling proposition, validation. Turn a problem into an opportunity. Assignment 1: create teams, find an idea and try to apply the theoretical part.	Description, dialogue, debate, case studies	
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	
Marketing (2): Create a marketing strategy. Assignment 2: Find your customers, create your marketing strategy.	Description, dialogue, debate, case studies	
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. Assignment 3: Business plan	Description, dialogue, debate, case studies	
7. Initial financing opportunities. Cooperations, ecosystem and intrapreneurship.	Description, dialogue, debate, case studies	
Public speaking: body language, pitch, persuasion techniques.	Description, dialogue, debate, case studies	
Digital transformation and innovative thinking.	Description, dialogue, debate, case studies	
Preparing to launch (regulations).	Description, dialogue, debate, case studies	
Assignment 4: Public speaking, project presentation.	Description, dialogue, debate, case studies	
Trends and regulations considering social responsibility	Description, dialogue, debate.	
Summary.	Dialogue, debate	
Q/A session		

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.

8.2 Seminar / laboratory	Teaching methods	Remarks
Bibliography		

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 pursuite 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

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Students complete an online questionnaire consisting of 5 questions at	The online questionnaire will be	Each questionnaire will have equal weight in

	the end of each course session	active for 30 minutes. The questions will have 4 possible answers, one answer and only one being correct. Each question has one point, so the maximum number of points that can be obtained is 5 points / questionnaire, respectively 60 points / semester	determining the final grade. The calculation formula is: (nr points) * 9/50 + 1 The maximum grade is 10 (if the result of applying the formula exceeds 10, it will be adjusted to this value) The course passing grade is 5.
10.5 Seminar/laboratory			
10.6 Minimum standard of performance			
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11. Labels ODD (Sustainable Development Goals)[2]

Not applicable.

Date: Signature of course coordinator   Signature of seminar coordinator
…

Date of approval: Signature of the head of department
…
                                                                          Assoc.prof.phd. Adrian STERCA

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[2] Keep only the labels that, according to the *Procedure for applying ODD labels in the academic process*, suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „*Not applicable.*".