SYLLABUS

1. Information regarding the program

1.1 Higher education institution	**UNIVERSITY OF ORADEA**
1.2 Faculty	**FACULTY OF ECONOMIC SCIENCES**
1.3 Department	**DEPARTMENT OF ECONOMICS AND BUSINESS**
1.4 Field of study	**BUSINESS ADMINISTRATION**
1.5 Cycle of study	**CYCLE I - BACHELOR**
1.6 Program of study /Degree	**BUSINESS ADMINISTRATION/ BACHELOR'S DEGREE**

2. Information regarding the discipline

2.1 Name of discipline			Starting a business				
2.2 Course titleholder			Associate Prof. Ramona Marinela SIMUȚ, PhD				
2.3 Seminar titleholder			Associate Prof. Ramona Marinela SIMUȚ, PhD				
2.4 Year of study	III	2.5 Semester	1	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					94 hours
Studying the workbook, course book, bibliography and notes					45 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					35 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					15 hours
Tutorship					5 hours
Assessment activities					4 hours
Other activities.....					

3.7 Total hours of individual study	**94**
3.9 Total hours/semester	**150**
3.10 Number of credits	**6**

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Laptop/Computer
5.2. concerning the seminar/laboratory activities	Laptop/Computer

6.1. Specific skills acquired

Professional skills	C1.3Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization C1.4Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization C3.4 Critical –constructive assessing and/or resolving of an issue concerning the operation and administration of a subdivision of the firm/organization C4.5. Fundamenting projects for recruiting, selecting, motivating, paying of the human resources in the field of business administration.
Transversal Skills	CT1 Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work. CT2 Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.

6.2. Learning outcomes

Knowledge	The student/graduate has solid knowledge in the field of entrepreneurship.
Competences	The student/graduate leads, manages and works effectively in intercultural teams, demonstrating a deep understanding of organizational dynamics.
Responsibility and autonomy	The student/graduate develops an adaptable, resilient and entrepreneurial mindset, motivating and influencing the team to create a positive and productive work environment.

6.3. Objectives of discipline (resulting from the grid of specific skills acquired)

6.3.1 General objective of discipline	A correct delivery of information and knowledge that focuses on how firms function (microeconomics, innovation, management, entrepreneurship, etc.). The student will have an integrative vision on the firm which synthesizes the knowledge and the skills developed in the course
6.3.2. Specific objectives	1. Knowing and understanding the way a firm is organized and the way it functions 2. Knowing and understanding the basic economic relations between firms and the external economic environment 3. Identifying and describing the characteristic traits of the firm in relation to the evolution of the wider economy 4. Explaining the way a firm may innovate 5. Explaining and interpreting the creation of intellectual capital by the firm

7. Contents

7.1 Course (C)	**Teaching methods**	**Observations**
7.1.1. Introduction	Lecture, problem-solving, debate, deduction, illustration	2 hours
7.1.2. Entrepreneurship: Starting a business		2 hours
7.1.3. How to get an idea for your business		2 hours
7.1.4. Ideas for your business		2 hours
7.1.5. Self-assessment: entrepreneurial traits and professional capacity. Developing and pre-testing a start-up idea		2 hours
7.1.6. Starting a business vs. buying one		2 hours
7.1.7. Creating a business plan. Defining your market		2 hours
7.1.8. Creating a business plan. If you Build it, will they come?		2 hours
7.1.9. Creating a business plan. The name of your business		2 hours
7.1.10. Creating a business plan. Choosing a business structure		2 hours
7.1.11. Creating a business plan. Creating a winning business plan		2 hours
7.1.12. Creating a business plan. Licenses		2 hours
7.1.13. Creating a business plan. Understanding patents, trademarks		2 hours

and copyrights		
7.1.14. Creating a business plan. Hiring an accountant		2 hours

Bibliography

1. Pop, D., Simut, R., & Bac, D. (2024). *Understanding Digital Entrepreneurship: A Theoretical Perspective*. The Annals of the University of Oradea. Economic Sciences, 33(1), 148–154.
2. Badulescu, D., Badulescu, A., Simut, R., & Dianu, D. (2024). *Economic Growth and Firm Size Dynamics: Evidence from Romania's Development Regions*. Theory, Methodology, Practice – Review of Business and Management, 20(2), 69–79.
3. Woodhull-Smith, J. (2024). *Introduction to Entrepreneurship: A Student's Guide to the Entrepreneurial Journey*. North Carolina State University.
4. Pohnl, S. (2024). *Innovative Business Mindset*. WisTech Open, Chippewa Valley Technical College.
5. Swanson, L. A. (2023). *Business Plan Development Guide*. Nova Scotia Community College / University of Saskatchewan.

7.2 Seminar (S)	**Teaching methods**	**Observations**
7.2.1. Introduction	Questioning, debate, deduction, applications, examples	2 hours
7.2.2. A Few Things to Know about Going into Business for Yourself		2 hours
7.2.3. Questions to Ask Before You Start a Business		4 hours
7.2.4. Why Start Your Own Business?		2 hours
7.2.5. Advantages and Disadvantages of Business Ownership		4 hours
7.2.6. The Importance of Small Business to the U.S. Economy		2 hours
7.2.7. The Business Idea		2 hours
7.2.8. Ownership Options – Starting from Scratch		2 hours
7.2.9. Ownership Options – Buying an Existing Business		2 hours
7.2.10. Ownership Options – Getting a Franchise		2 hours
7.2.11. Why Do Some Businesses Fail?		2 hours
7.2.12. Help from the Small Business Administration		2 hours

Bibliography:

1. Pop, D., Simut, R., & Bac, D. (2024). *Understanding Digital Entrepreneurship: A Theoretical Perspective*. The Annals of the University of Oradea. Economic Sciences, 33(1), 148–154.
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8. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

The contents of the course are adapted according to the requirements of business in several fields. Also, the course contains an overview of sustainable development and how it is linked to businesses.

9. Use of generative AI-based tools

The use of AI is not permitted during the assessment of courses activities (the written examination).
During seminars, the use of generative AI tools is permitted for text rephrasing, editing, or revision. Commonly used tools include, but are not limited to, ChatGPT, Google Gemini, and Copilot for text writing and editing, and MidJourney for image generation. For each assignment/project (WORD and PPT), every student is required to include a separate declaration, in accordance with the model provided in Annex 2 of the Regulation on the Use of Generative Artificial Intelligence in Teaching and Scientific Activities of the Faculty of Economic Sciences, University of Oradea. The declaration must specify the AI tool used, the specific way in which it was used, and the section of the assignment/project where it was applied. The declaration must be inserted at the beginning of

the respective assignment/project (WORD and PPT).

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding the content of lectures.	3 theoretical subjects from the material covered during the semester .	50%
10.5 Seminar (S)	Understanding the risks which determine the behaviours of the firm.	Written project Project presentation	25% 25%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard • Acquisition of basic and elementary concepts specific to business activity; • Ability to apply these concepts in solving problems related to the process of making optimal decisions at the enterprise level; • Knowledge and understanding of the course content at the level of essential ideas; • Solving at least half of the subjects included in the written exam; • Preparation of a business plan according to the requirements, based on the indicated bibliography.			

Date	**Course titleholder:**	**Seminar titleholder:**
17.09.2026	Associate Prof. **Ramona Marinela SIMUȚ, PhD** E-mail address: rsimut@uoradea.ro	Associate Prof. **Ramona Marinela SIMUȚ, PhD** E-mail address: rsimut@uoradea.ro

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Date of approval in the Department:

24.09.2026

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Date of approval in The Council of the Faculty of Economic Sciences:

28.09.2026

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