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 DEGREE**

2. Information regarding the discipline

2.1 Name of discipline		Entrepreneurship (FSTE – 0845)					
2.2 Course titleholder		Prof. Univ. Dr. Habil Daniel BĂDULESCU					
2.3 Seminar titleholder		Lect.Univ.Dr. Darie GAVRILUȚ					
2.4 Year of study	II	2.5 Semester	4	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:					69 hours
Studying the workbook, course book, bibliography and notes					25 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					10 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					18 hours
Tutorship					2 hours
Assessment activities					14 hours
Other activities.....					

3.7 Total hours of individual study	**69**
3.9 Total hours/semester	**125**
3.10 Number of credits	**5**

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	Projector, whiteboard
5.2. concerning the seminar/laboratory activities	Projector, whiteboard, internet, laptop

6.1 Specific skills acquired

Professional skills	C1.1 Description of the paradigms, concepts and economic theories regarding the influence of the external business environment on the firm/organisation. C1.2 Explanation and interpretation of the relation of economic influence exerted by the external business environment on the firm/organization C1.3Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization C1.4 Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization C1.5 Developing of a project investigating the economic influence exerted by the external business environment on the firm/organization C2.1 Identification of the concepts and theories associated to the firm/organisation C2.2 Explanation and interpretation of the relations between the entities of the firm/organisation 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 C2.5 Elaborating of an analysis concerning the relations with economic impact between the subdivisions of the firm/organization C3.1 Identification of the economic implications associated to the operation and administration of a subdivision of the firm/organization C3.2 Explanation and interpretation of the economic and social implications associated to the operation and administration of the subdivisions of the firm/organization C3.3 Applying the specific instruments for the analysis of the functioning of a subdivision 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
Transversal Skills	

6.2. Learning outcomes

Knowledge	The student/graduate explains the economic dimensions, structures, dynamics and performance of industries in the sectors of trade and market services and tourism for the consumer, the demography and typology of enterprises, the phenomena specific to the phases of the enterprise life cycle in the respective sectors
Competences	The student/graduate chooses methods for managing relationships with customers and suppliers.
Responsibility and autonomy	The student/graduate demonstrates the ability to develop new business models and/or technological solutions in the areas of goods distribution and consumer services, including tourism

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

6.3.1 General objective of discipline	• Acquiring skills and applying the knowledge gained to set up and develop an entrepreneurial business
6.3.2 Specific objectives	• Knowing the general framework in which the activities of the bank; • Knowledge of the main tools used in the banking system; • Explaining the main banking operations; • Explaining the main trends of modernization of international banking activities.

7. Contents

7.1 Course (C)	Teaching methods	Observations
7.1.1. Entrepreneurship: key concepts and main challenges	Lecture, problem-solving, debate, deduction, illustration	2 hours
7.1.2. Entrepreneurship in Economic Theory		2 hours
7.1.3. Entrepreneurial process. Entrepreneurial motivations		2 hours
7.1.4. The role of entrepreneurship in the economy and society		2 hours
7.1.5. Profile of entrepreneurs		2 hours
7.1.6. Small businesses and family businesses		2 hours
7.1.7. Innovation and creativity in business		2 hours
7.1.8. Entrepreneurial aspects of business management		2 hours
7.1.9. Specific issues of human resource management and quality in entrepreneurial businesses		2 hours
7.1.10. Specifics issues of marketing and sales in entrepreneurial businesses		2 hours
7.1.11. ICT, entrepreneurship and business opportunities		2 hours
7.1.12. Access to financing: supply and demand for entrepreneurial businesses		2 hours
7.1.13. Financing constraints and other problems in entrepreneurial businesses		2 hours
7.1.14. Sustainability, efficiency and performance in entrepreneurial business		2 hours

References

1. Bădulescu, D., 2026, Entrepreneurhip – lecture notes, available on euoradea.ro,
2. Neck, H.M., Neck, C.P. and Murray, E.L. (2023) Entrepreneurship: The Practice and Mindset. 3rd edn. Thousand Oaks, CA: Sage Publication
3. Laverty, M. and Littel, C. (2024) Entrepreneurship. Houston, TX: OpenStax. Available at: https://openstax.org/details/books/entrepreneurship
4. Daniel Priestley, Entrepreneur RevolutionDaniel Priestley, *Entrepreneur Revolution: How to develop your entrepreneurial mindset and start a business that works*, Capstone, Chichester, United Kingdom, 2013
5. Westhead, P., Wright, M., *Entrepreneurship*, Oxford University Press, Oxford, UK, 2013
6. Osborne A. E., Luecke R. (2005), *Entrepreneur's Toolkit. Tools and Techniques to Launch and Grow Your New Business*, Boston: Harvard Business School Press,
7. Sieger, P., Fueglistaller, U., Zellweger, T. & Braun, I. (2019). *Global Student Entrepreneurship 2018: Insights From 54 Countries*. St.Gallen/Bern: KMU-HSG/IMU.
8. Eric Ries, *The Startup Way*, Penguin Books, London UK, 2017.
9. Bridge S., O' Neil K., Cromie S. (2003), *Understanding Enterprise, Entrepreneurship and Small Business*, New York: Palgrave, Macmilan
10. Hisrich R. D., Peters M. P. (2002), *Entrepreneurship,* Boston: McGraw-Hill

7.2 Seminar (S)	Teaching methods	Observations
1. Conceptual and preliminary aspects of starting up a firm (2 hours)	Questioning, debate, deduction, applications, examples	2 hours
2. The business Plan (2 hours)		2 hours
3. Discussion on the role of entrepreneurship in economic theory and contemporary realities (2 hours)		2 hours
4. Entrepreneurial process and the role of motivations entrepreneurial in establish and develop a business (2 hours)		2 hours
5 The entrepreneurial profile, the role and importance of small businesses. Successful business - case studies (2 hours)		2 hours
6. Practical applications using documents and procedures, in establishing and managing a company (2 hours)		2 hours
7. Debate on opportunities, chances and difficulties for a start-up company (2 hours)		2 hours
8. Application and simulations on business management in entrepreneurial firm (2 hours)		2 hours
9. Debates and analysis on the opportunities and specifics of marketing in entrepreneurial business (2 h)		2 hours

10. The debates and case studies on the opportunities, chances and difficulties of an established business (2 hours)		2 hours
11. Practical applications on the use of ICT facilities in promoting sustainability and innovation in business (2:00)		2 hours
12. Practical applications on request for funding for the development of entrepreneurial initiatives I (2 hours)		2 hours
13. Practical applications on a request for funding for the development of entrepreneurial II. Debate on the main difficulties in obtaining financing (2 hours)		2 hours
14. The calculation and interpretation of indicators of entrepreneurial business efficiency. Debate on the performance of entrepreneurial activities. Case studies and examples (2 hours)		2 hours

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1. Bădulescu, D., 2026, Entrepreneurhip – lecture notes, available on euoradea.ro,
2. Neck, H.M., Neck, C.P. and Murray, E.L. (2023) Entrepreneurship: The Practice and Mindset. 3rd edn. Thousand Oaks, CA: Sage Publication
3. Daniel Priestley, *Entrepreneur Revolution: How to develop your entrepreneurial mindset and start a business that works*, Capstone, Chichester, United Kingdom, 2013
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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

As a discipline, *Entrepreneurship* contributes to the knowledge of the general framework of the entrepreneur activities (motivation, role in the economy and society, profile), the role and importance of small businesses in the tertiary sector, the impact of new technologies in innovation, sustainability and flexibility. *Entrepreneurship* discipline also adds information on the establishment, growth and development difficulties of entrepreneurial enterprises in various fields, challenges and perspectives, and how the activities should be pursued to the efficiency and performance. Course content is consistent with those of similar disciplines taught at undergraduate study programs at faculties in national context and abroad and the requirements of employers consult with various formal and non-formal occasions.

9. The use of tools based on generative artificial intelligence

For the course: The use of artificial intelligence (AI) is not permitted during the assessment of coursework (written examination).

For the seminar: The use of generative Artificial Intelligence (AI) tools is permitted during seminars for purposes such as text reformulation, editing, proofreading, revision, and the generation or editing of visual materials, where appropriate to the learning task. Commonly used tools include, but are not limited to, ChatGPT, Google Gemini, Microsoft Copilot for text-related activities and Midjourney for image generation.

The use of AI is intended to support the student's learning and does not replace the student's own work, analysis, interpretation, or responsibility for the final content. Students are responsible for checking the accuracy and relevance of AI-assisted content and for ensuring compliance with academic integrity requirements.

For each assignment in which AI is used, the student must provide a separate AI Use Declaration, in accordance with the model included 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 purpose and manner of its use, and the section(s) of the assignment in which AI assistance was employed. The declaration must be inserted at the beginning of the corresponding assignment. The use of AI must therefore be transparent, responsible, and consistent with the applicable University and Faculty regulations.

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 of content. Recommended reading completion work.	Written evaluation by a multiple-choice test comprising 18 questions (theory and applications).	50%
10.5 Seminar (S)	Knowledge and understanding of entrepreneurial business issues and the ability to apply theoretical knowledge to specific situations encountered in entrepreneurial activities in trade, tourism, and services.	The nine building blocks of the Business Model Canvas (BMC) constitute the student's semester project, which is divided into nine individual deliverables, with each deliverable corresponding to a specific BMC building block. Each week, students will work (individually) on and complete the deliverable associated with the respective BMC elements. Following the completion of all nine deliverables, each student will prepare and deliver a final presentation of the complete Business Model Canvas, integrating and presenting the results developed throughout the semester.	50%
10.6 Laboratory (L)	-	-	-
10.7 Project (P)	-	-	-
10.8 Practical works (P)	-	-	-
10.9 Minimum performance standard • Knowledge and understanding of content to the essential ideas. • Solve at least seven out of eighteen questions (grids) in the written exam. • Correct completion of the seminar projects.			

Date	**Course titleholder:**	**Seminar titleholder:**
17.09.2026	**Prof.univ.dr. habil Daniel BĂDULESCU** E-mail address: dbadulescu@uoradea.ro	**Lect.univ.dr. Darie GAVRILUT, Ph.D.** E-mail address: darie.gavrilut@gmail.com

Department Director,

Prof. Univ. Dr. Dorin BÂC, PhD

Date of approval in the Department:

24.09.2026

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Dean,

Prof.univ.dr. habil Diana SABĂU-POPA

Date of approval in The Council of the Faculty of Economic Sciences: 28.09.2026

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