

# COURSE OUTLINE

## 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Technological Engineering and Industrial Management
1.3 Department	Engineering and Industrial Management
1.4 Field of study <sup>1)</sup>	Engineering and Management
1.5 Study level <sup>2)</sup>	MA
1.6 Study programme/ Qualification	Engineering and Management in Aviation / Master

## 2. Data about the course

2.1 Name of course	Entrepreneurship and Managerial Innovation							
2.2 Course convenor	Ileana Georgiana LIMBĂȘAN							
2.3 Seminar/ laboratory/ project convenor	Ileana Georgiana LIMBĂȘAN							
2.4 Study year	II	2.5 Semester	3	2.6 Evaluation type	E	2.7 Course status	Content <sup>3)</sup>	PC
							Attendance type <sup>4)</sup>	NCPC

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

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	0/1/0
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	0/14/0
Time allocation					hours
Study of textbooks, course support, bibliography and notes					10
Additional documentation in libraries, specialized electronic platforms, and field research					10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					10
Tutorial					14
Examinations					3
Other activities.....					
3.7 Total number of hours of student activity	47				
3.8 Total number per semester	75				
3.9 Number of credits <sup>5)</sup>	3				

## 4. Prerequisites (if applicable)

4.1 curriculum-related	• Not specified
4.2 competences-related	•

## 5. Conditions (if applicable)

5.1 for course development	•
5.2 for seminar/ laboratory/ project development	•

## 6. Specific competences and learning outcomes

Professional competences	
Transversal competences	<p>Ct.1 Finds solutions to problems L.O.1.1 The graduate will be able to responsibly perform professional tasks within a research project.</p> <p>Ct.3. Negotiates with stakeholders L.O.3.2. The graduate will be able to build an effective relationship with business partners in order to establish a collaborative, sustainable cooperation.</p>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	<ul style="list-style-type: none"> <li>Acquiring the essential elements of entrepreneurship, which must be considered and analysed before starting a business and in the case of developing an existing business</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>Knowledge of the essential elements of entrepreneurship and the main components of small and medium business management</li> <li>Knowledge of the structure and functions of a business plan</li> <li>Knowledge of the main elements of entrepreneurial management and managerial innovation</li> <li>Knowledge of concrete ways of financing the projected business</li> <li>Knowledge of the main indicators for assessing the economic and financial efficiency of the business</li> <li>Creating a business plan</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
<p>1. Entrepreneurship in the 21st century</p> <p>1.1 General considerations regarding entrepreneurship. The significance of entrepreneurship</p> <p>1.2 Short history of entrepreneurship</p> <p>1.3 Entrepreneurial environment</p> <p>1.4 Entrepreneurial management</p> <p>1.5 Entrepreneurial mistakes</p>	<p>Lecture based on Power Point presentation.</p> <p>Discussions</p>		
<p>2. The entrepreneur - the central element of the business</p> <p>2.1 The concept of entrepreneur</p> <p>2.2 Functions, attributes and qualities of an entrepreneur</p> <p>2.3 Types of entrepreneurs</p> <p>2.5 The influence of culture on entrepreneurs</p>	<p>Lecture based on Power Point presentation.</p> <p>Discussions. Case studies.</p>		
<p>3. Idea- economic opportunity- business plan</p> <p>3.1 The business idea-economic opportunity</p> <p>3.2 Sources of economic opportunities</p> <p>3.3 Types of economic opportunities and their evaluation</p>	<p>Lecture based on Power Point presentation.</p> <p>Discussions. Case studies.</p>		

3.4 Transforming opportunity into business 3.5 Business plan 3.6. Lean Start-up			
4. Elements of entrepreneurial management and managerial innovation 4.1 Management functions in SMEs - particularities 4.2 Business Stakeholders 4.3 Entrepreneurial Networking 4.4 Entrepreneurial strategies 4.5 Business management methods. Employee motivation. Business control	Lecture based on Power Point presentation. Discussions. Case studies.		
5. Sources of business financing 5.1 Capital required for entrepreneurial activity 5.2 Sources of business financing 5.3 Ways to engage in a business	Lecture based on Power Point presentation. Discussions.		
6. Evidence of entrepreneurial activity 6.1 Notions of accounting 6.2 Structure and basic elements of the balance sheet 6.3 Economic and financial efficiency of the business 6.4 Legal taxes paid by the entrepreneur	Lecture based on Power Point presentation. Discussions.		
7. The end of the business from an entrepreneurial perspective 7.1 Business cycles 7.2 Bankruptcy 7.3 Business succession 7.4 Serial contractors	Lecture based on Power Point presentation. Discussions. Case studies.		
Bibliography <ol style="list-style-type: none"> <li>1. Drucker, P.F., The essential Drucker. Selections from the management works, Editura Meteor Press, București, 2010</li> <li>2. Drucker, P. F., Innovation and Entrepreneurship. Practice and principles. Harper &amp; Row Publishers Inc., 1985</li> <li>3. Grigore, A-M., Antreprenoriat și management pentru afaceri mici și mijlocii, Editura C.H.Beck, București, 2019</li> <li>4. Ghenea, M., Antreprenoriat, Editura SC Universul Juridic SRL, București, 2011</li> <li>5. Lupșa, D., Be Branded, Editura Libris Editorial, Brașov, 2019</li> <li>6. Panazan O, Gheorghe, C., Planul de afacere, Editura Universității Transilvania Brașov, 2023</li> <li>7. Popescu, M., Managementul inovării, Editura Universității Transilvania, Brașov, 2016</li> <li>8. Nicolescu, O. (coord.), Carta Albă a IMM-urilor din România, Ed. Pro Universitaria, 2018</li> <li>9. Nicolescu. O., Verboncu I., Managementul organizației, Ed. Economică, 2007</li> <li>10. Nicolescu, O., Nicolescu, C., Intraprenoriatul și Managementul întreprinderilor mici și mijlocii, Ed. Economică, 2008</li> </ol>			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Business opportunity - Business idea 1.1 Identify the existing opportunity for personal and / or professional development 1.2 Argumentation of the business idea	Discussions	2	
2. Business planning	Discussions, case studies	6	

2.1 The structure of the business plan 2.2 Marketing plan 2.3 Operational plan 2.4 The need for human resources 2.5 The financial plan 2.6 Assessing the risk of the designed business			
3. Economic and financial efficiency of the business 3.1 Revenues and expenses 3.2 Expenditure forecast and financial result 3.3 Business profitability	Discussions, case studies	6	
Bibliography 1. Drucker, P.F., The essential Drucker. Selections from the management works, Editura Meteor Press, București, 2010 2. Grigore, A-M., Antreprenoriat și management pentru afaceri mici și mijlocii, Editura C.H.Beck, București, 2019 3. Ghenea, M., Antreprenoriat, Editura SC Universul Juridic SRL, București, 2011 4. Lupșa, D., Be Branded, Editura Libris Editorial, Brașov, 2019 5. Panazan O, Gheorghe, C., Planul de afacere, Editura Universității Transilvania Brașov, 2023 6. Popescu, M., Managementul inovării, Editura Universității Transilvania, Brașov, 2016			

**9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)**

The elements regarding the establishment of a company comply with the requirements of the legislation in force, the way of accomplishing a business plan is adapted to the practices in the field.
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**10. Evaluation**

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Acquiring the essential elements of entrepreneurship that must be analysed before starting a business, but also in the case of developing an existing one	Multiple choice test	40%
10.5 Seminar/ laboratory/ project	How to make a business plan that meets the requirements, the realism of forecasts, argumentation	Project presentation	60%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> <li>Knowledge of the essential elements of entrepreneurship and the main components of small and medium business management</li> <li>Knowledge of the main indicators for assessing the economic and financial efficiency of the business</li> <li>Knowledge of the main elements of entrepreneurial management and managerial innovation</li> <li>The ability to create a business plan</li> </ul>			

This course outline was certified in the Department Board meeting on 17/09/2024 and approved in the Faculty Board meeting on 26/09/2024.

Prof. Eng Tudor Ion DEACONESCU, PhD  <b>Dean</b>	Assoc.Prof. Eng Flavius SÂRBU, PhD  <b>Head of Department</b>
Lecturer Eng, Ileana Georgiana LIMBĂȘAN, PhD <b>Course holder</b>  <b>Course holder</b>	Lecturer Eng, Ileana Georgiana LIMBĂȘAN, PhD <b>Holder of project</b>  <b>Holder of seminar/ laboratory/ project</b>

Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);
- 4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);
- 5) One credit is the equivalent of 25 study hours (teaching activities and individual study).