

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**ENTREPRENEURSHIP**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
ENTREPRENEURSHIP	PR4212024	Spring Semester	2+1	2,5	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Gabriela Oana OLARU				
<b>Name of Lecturer(s)</b>	Assist.Prof. Gabriela Oana OLARU				
<b>Assistant(s)</b>					
<b>Aim</b>	This course aims to ensure that students learn the entrepreneurial process and how to manage this process. Students will understand entrepreneurship, including defining a business opportunity, allocating resources, setting up operations, upgrading the business, and financing. NOTE: Attendance to 70% of the course is compulsory.				
<b>Course Content</b>	This course contains; Introduction to Entrepreneurship, Characteristics of the Entrepreneur, Starting a new business, purchasing an existing business, Franchising, Establishment problems of small businesses, Business plan, Innovation and creativity, Social entrepreneurship, Establishment problems in Small Businesses, Growth in small businesses, Intrapreneurship, Case Presentations, Case presentations, Case presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Apply effective written and verbal communication skills in the business world.			10, 16, 5	E	
Analyzes the global and local business environment.			10, 16, 4, 9	A, F	
Uses critical thinking skills in the business world.			10, 16, 4, 9	A, F	
Understands the terms resources, manpower and process management.			10, 16, 4, 9	A, D, F	
Learns to prepare a Business Plan.			10, 16, 4, 9	A, F	
Understands the internal and external factors that evaluate business opportunities.			10, 16, 4, 9	A, F	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Entrepreneurship	Reading the relevant topic from lecture notes.			
2	Characteristics of the Entrepreneur	Reading the relevant topic from the book.			
3	Starting a new business, purchasing an existing business	Reading the relevant topic from the book.			
4	Franchising	Reading the relevant topic from the book.			
5	Establishment problems of small businesses	Reading the relevant topic from the book.			
6	Business plan	Reading the relevant topic from the book.			
7	Innovation and creativity	Reading the relevant topic from the book.			
8	Social entrepreneurship	Reading the relevant topic in the book.			
9	Establishment problems in Small Businesses	Reading the relevant topic in the book.			
10	Growth in small businesses	.Reading the relevant topic in the book.			
11	Intrapreneurship	Reading the relevant topic in the book.			
12	Case Presentations	Preparation of case presentation.			
13	Case presentations	Preparation of case presentation.			
14	Case presentations	Preparation of case presentation.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Essentials of Entrepreneurship and Small Business Management (What's New in Management), Pearson, Norman Scarborough (Author), Jeffrey Cornwall (Author) Course notes