

## CURRICULA

### 1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Economic Sciences
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Masteral Studies
1.6. Study program	Business Administration (in English)

### 2. Information about discipline

2.1. Discipline title	<b>Entrepreneurial Culture and Business Development</b>			2.2. Course code	<b>BA 121</b>		
2.3. Course coordinator	Cordoş Mălina						
2.4. Seminar coordinator	Cordoş Mălina						
2.5. Study year	<b>I</b>	2.6. Semester	<b>II</b>	2.7. Evaluation type (E/C/VP)	<b>E</b>	2.8. Type of course (C – compulsory, <b>Op</b> – optional)	<b>C</b>

### 3. Number of teaching hours per semester

3.1. Teaching hours per week	<b>3</b>	from wich: 3.2. course	<b>2</b>	3.3. seminar	<b>1</b>
3.4. Total of hours per semester	<b>42</b>	from wich: 3.5. course	<b>28</b>	3.6. seminar/laboratory	<b>14</b>
Distribution of time					Number of hours
Study from course book					<b>40</b>
Suplimentary documentation					<b>30</b>
Preparing for seminars, papers					<b>30</b>
Mentoring					<b>6</b>
Exams					<b>2</b>
Other activities .....					<b>-</b>

Total of hours per individual study	108
3.8 Total of hours per study plan	42
3.9 Total of hours per semester	150
3.10 Number of ECTS credits allocated	8

### 4. Preconditions (when is the case)

4.1. of curriculum	<i>Other disciplines, ex: .....</i>
4.2. of competences	

### 5. Conditions (when is the case)

5.1. for the course	
5.2. for the seminar	

## 6. Specific competences

Professional competences	<p>S1. Creative application of research and problem-solving techniques in business management;</p> <p>S2. Development of studies and economic reports;</p> <p>S3. Ability to lead working groups and communicate in the more diverse contexts of business;</p> <p>S4. Ability to act independently and creatively in addressing and solving problems, to objectively and constructively assess critical situations, to creatively solve economic problems and to communicate results in a demonstrative way.;</p> <p>S5. Leadership skills and a strong commitment to own professional development;</p> <p>S6. Establishing systems, capabilities and strategies for developing and diversifying the business environment;</p> <p>S7. Establishing the business plan, the strategies, the specific plans and programs, the necessary procedures, as well as identifying and applying corrective measures in order to achieve the expected objectives in the best possible conditions;</p> <p>S10. Specializing Master's degree students in business development in order for them to understand, analyze and evaluate the activities involved in a complex process of implementing an economic project.</p> <p>S11. Acquiring theoretical and practical knowledge in the field of business development;</p> <p>S12. Acquiring theoretical and practical knowledge about the sphere of economic development, the way it is organized, its management and its financing; the experience of developed countries in regional development;</p> <p>S13. Knowledge of the main forms of communication, both within the organization and in relation to the environment, with the interest groups with which the organization comes into contact;</p> <p>S16. Ability to identify, apply and develop a project idea in an organization or in a region;</p> <p>S21. Acquiring knowledge to set up and manage a business; acquiring knowledge for developing the business plan, the financial plan and drawing up the documentation to attract funding sources;</p> <p>S23. Developing organizational leadership skills.</p>
Additional competences	<p>TS1. Development of logical and cognitive analysis mechanisms necessary for business management;</p> <p>TS2. Contextual integration of business management issues into the current dynamics of the economy;</p> <p>TS3. Applying the principles, norms and values of professional ethics within your own rigorous, efficient and responsible work strategy;</p> <p>TS5. Identifying opportunities for continuous learning and efficient use of learning resources and techniques for self-development;</p> <p>TS7. Ability to efficiently make use of learning resources and techniques for self-development;</p> <p>TS11. Developing logical and cognitive analysis mechanisms that are necessary for business management;</p> <p>TS12. Ability to work independently and/or in a team, to identify solutions for solving problems and issues related to business management and development.</p>

## 7. Discipline objectives

7.1 General objective	<p>The main objective of this subject is concerned with the idea of entrepreneurship in a social, cultural and economic context, and the role that entrepreneurship plays in the idea development and value creation.</p> <p>The second objective –regarding <i>Business development</i>- is concerned with how a</p>
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	business can be developed. It is also concerned with further development of business ideas, the need for changing the form of a business organization and different management strategies, organizing, economy, personnel policies and marketing. Ethics and environmental issues are also included in this main subject area.
7.2 Specific objective	

## 8. Content

Chapters	Teaching methods	Obs.
<b>1. Elements of an Entrepreneurial Culture</b> Nature of Culture Components of Culture Levels of Culture Core Ideology and the Envisioned Future	<b>Presentation, discussions</b>	<b>6 ore</b>
<b>2. Definition of business development</b>	<b>Presentation, discussions</b>	<b>6 ore</b>
<b>3. Managing business development</b> The role and responsibility of business development Organizing business development Competences of business development Measuring the performance of business development	<b>Presentation, discussions</b>	<b>8 ore</b>
<b>4. Integrating business development</b> Connecting strategy and implementation The rules of engagement	<b>Presentation, discussions</b>	<b>8 ore</b>
<b>References</b>		
Carree, M. A., Thurik, A. R. "The impact of entrepreneurship on economic growth" In: Audretsch, D. B., Acs, Z. J. (eds). <i>Handbook of Entrepreneurship Research</i> . Berlin: Springer Verlag, 2010		
Grilo, I., Thurik, A. R. "Determinants of entrepreneurial engagement levels in Europe and the US" <i>Industrial and Corporate Change</i> 17:6 (2008)		
Bossidy, Larry, and Ram Charan. <i>Execution: The Discipline of Getting Things Done</i> . New York, NY: Crown Business, 2002		
Drucker, Peter F. <i>Management Challenges for the 21st Century</i> . New York, NY: HarperBusiness, an imprint of HarperCollins Publishers, 1999		
Senge, Peter, et al. <i>The Dance of Change: The Challenges of Sustaining Momentum in Learning Organizations</i> . New York, NY: Doubleday/Currency		
Albrecht, Karl. <i>The Northbound Train: Finding the Purpose, Setting the Direction, Shaping the Destiny of Your Organization</i> . American Management Association, 1994		
Avis, Warren. <i>Take a Chance to Be First</i> . Macmillan, 1986		
Barner, Robert W. <i>Crossing the Minefield: Tactics for Overcoming Today's Toughest Management Challenges</i> . American Management Association, 1994		
Collins, Jim, and Jerry Porras. <i>Built to Last: Successful Habits of Visionary Companies</i> . HarperBusiness, 2002		
Baggett, Byrd. <i>The Complete Book of Business Success</i> . Rutledge Hill Press, a Thomas Nelson Company, 2000		
Collins, Eliza G. C., and Mary Anne Devanna. <i>The New Portable MBA</i> . John Wiley & Sons, Inc., 1994.		
Dess, Gregory, and Alex Miller. <i>Strategic Management</i> . McGraw-Hill, Inc., 1993.		
<b>Seminar</b>	<b>Discussions</b>	
<b>1. Levels of culture</b>	<b>Discussions</b>	<b>2 ore</b>
<b>2. Entrepreneurial culture</b>	<b>Discussions</b>	<b>2 ore</b>
<b>3. Steps for business development</b>	<b>Discussions</b>	<b>2 ore</b>

<b>4. Managers in business management</b>	<b>Discussions</b>	<b>2 ore</b>
<b>5. Best practices in business development</b>	<b>Discussions</b>	<b>2 ore</b>
<b>6. Business Development skills</b>	<b>Discussions</b>	<b>2 ore</b>
<b>7. Project presentation</b>	<b>Discussions</b>	<b>2 ore</b>

#### References

Carree, M. A., Thurik, A. R. "The impact of entrepreneurship on economic growth" In: Audretsch, D. B., Acs, Z. J. (eds). *Handbook of Entrepreneurship Research*. Berlin: Springer Verlag, 2010

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Bossidy, Larry, and Ram Charan. *Execution: The Discipline of Getting Things Done*. New York, NY: Crown Business, 2002

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Albrecht, Karl. *The Northbound Train: Finding the Purpose, Setting the Direction, Shaping the Destiny of Your Organization*. American Management Association, 1994

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#### Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program

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#### Evaluation type

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	<i>Exam</i>	70%
10.5 Seminar	- <i>Finishing the practical activities</i>	<i>Project (team project)</i>	30%
	- <i>Scientific content of the papers</i>		
	- <i>Involvement in classes topic</i>		
10.6 Minimum performance standard: 5			
Demonstrating the competences: identifying the need to develop entrepreneurship in a social, cultural and economic context and the role that entrepreneurship plays in developing the idea and creating value.			

Date:  
5.09.2019

Signature of course coordinator:  
Cordoş Mălina

Signature of seminar coordinator:  
Cordoş Mălina

Date for Department approval:  
10.09.2019

Signature of the Head of Department:  
Gavrilă Paven Ionela