



COURSE OUTLINE

1. Information about the program

1.1	Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2	Faculty	Faculty of Economics and Business Administration
1.3	Departament	Management, Marketing și Administrarea Afacerilor
1.4	Field of study	Business Administration
1.5	Cycle of study	bachelor
1.6	Study program / Qualification	Business Administration

2. Information about the course

2.1	Course title	Entrepreneurial Thinking Gândire antreprenorială						
2.2	Course coordinator	lect.dr. Patricea Elena Bertea						
2.3	Seminar coordinator							
2.4	Year of study	2	2.5 Semester	4	2.6 Type of evaluation*	EVP	2.7 Course status **	OB

* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; ** C-compulsory/O-optional/E-elective

3. Estimated time allocation(hours per semester and teaching activities)

3.1	Number of hours per week	4	out of which: 3.2 course	2	3.3 seminar / laboratory	2
3.4	Total number of hours per semester	56	out of which: 3.5 course	28	3.6 seminar / laboratory	28

Time allocation

Study based on course book, course materials, bibliography and other	30
Supplementary study in the library, on electronic platforms and on the field	28
Preparing seminars/laboratories, assignments, papers, portfolios and essays	30
Tutorship	4
Examination	2
Other activities	0

3.7 Total hours of individual study **94**

3.8 Total hours per semester **150**

3.9 Number of credits **6**

4. Prerequisites(if applicable)

4.1	Referring to curriculum	Management/Marketing
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4.2	Referring to competences	Not necessary
5. Conditions (if applicable)		
5.1	For the course	-
5.2	For the seminar / laboratory	
6. Specific competences accumulated		
Professional competencies	<ul style="list-style-type: none"> - understanding the concept of startup - understanding the process of creating a startup: ideation, researach and validation, MVP, launch, - understanding financing of startups - build an entrepreneurial mindset 	
	<ul style="list-style-type: none"> - team work - communication -critical thinking creativity problem solving 	
7. Course objectives (based on specific competencies accumulated)		
7.1 General objective	Understanding and applying concepts of an entrepreneurial mindset	
7.2 Specific objectives	<p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> explain the nature and growth of entrepreneurship; distinguish between entrepreneurship and intrapreneurship; differentiate between entrepreneurship and small business management identify types of entrepreneur; discuss the characteristics of an entrepreneur; discuss the work of at least three (3) noted entrepreneurs within and out examine the impact of cultural diversity on entrepreneurship development identify potential mistakes/pitfalls of entrepreneurship; assess successes and failures of entrepreneurship; discuss the myths of entrepreneurship. 	
8. Content		
8.1 Course		

1. Types of entrepreneurs - 4h
2. Stages of creating a startup (ideation, validation and research, prototyping, testing) - 8
3. The business plan - 4 h
4. Marketing for startups - 2 h
5. The financials - funding startups - 2 h
6. Presentations of different entrepreneurial subjects - 8 h

Bibliography

1. Entrepreneurial Thinking

Think Different!

David Valliere, Ted Rogers School of Management, Ryerson University, Canada

Publication Date: 2019

2. The Lean Startup, Eric Ries, ed. Publica

3. Zero to One: Notes on Start Ups, or How to Build the Future, Peter Thiel, Blake Masters

8.2 Seminar / Laboratory

Developing the business plan

1. Problem identification - 4 h
2. First pitches - 2h
3. Team formation - 2 h
4. Ideation - 4 h
5. Research - 4 h
6. Protototype - 4 h
7. Test - 2h
8. Business plan - 6 h

Bibliography

Entrepreneurial Thinking

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Publication Date: 2019

9.

Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program

The course is in line with the present developments in the startup community and entrepreneurial events. Students will have the opportunity to meet entrepreneurs, attend events and workshops.

10. Evaluation

50% lecture - Team project – 8 p /Team involvement - 2 p (punctuality, reliability, problem solving, communication)

50% seminar - - CV development – 1 p

- Startup idea development – 5 p

- Podcast analysis based on a predefined structure Dan Şucu – Andreea Roşca – 2 p

- Personal essay – the book It's not how good you are, it's how good you wanna be – 2 p

10.6 Minimal performance standard

The minimum grade to pass is 5 out of 10 in the seminar and 5 out of 10 in the lecture. Bonuses are possible to be added to the final grade.

Date

20.02.2023



Course coordinator

lect.dr. Patricea Elena Berteza

Seminar coordinator

lect.dr. Patricea Elena Berteza

Date of approval in the department



Head of department

Conf.univ.dr Stefan-Andrei Nestian ▼

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