



No. _____ of _____

Formular USAMV 0109010108

SUBJECT OUTLINE

1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca
1.2. Faculty	Agriculture
1.3. Department	Plant culture
1.4. Field of study	Agronomy
1.5. Cycle of study¹	Master
1.6. Specialization/ Study programme	Natural resource management in rural tourism
1.7. Form of education	IF

2. Information on the discipline

2.1. Discipline name		Entrepreneurship						
2.2. Course coordinator				Lecturer Giorgiana Cătunescu				
2.3. Seminar/ laboratory/ project coordinator				Lecturer Giorgiana Cătunescu				
2.4. Year of study	I	2.5. Semester	I	2.6. Evaluation type	continuous	2.7. Discipline status	Content ²	DC
							Compulsoriness ³	DO

3. Total estimated time (teaching hours per semester)

3.1. Hours per week – full time programme	4	out of which: 3.2. lecture	2	3.3. seminar/ laboratory/ project	2
3.4. Total number of hours in the curriculum	56	out of which: 3.5. lecture	28	3.6. seminar/ laboratory	28
Distribution of the time allotted					hours
3.4.1. Study based on books, textbooks, bibliography and notes					34
3.4.2. Additional documentation in the library, electronic platforms and field experiences					25
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					33
3.4.4. Tutorials					0
3.4.5. Examinations					2
3.4.6. Other activities					34
3.7. Total hours of individual study	94				
3.8. Total hours per semester	150				
3.9. Number of credits ⁴	6				

4. Prerequisites (if applicable)

4.1. curriculum-related	Rural economy, Management, Marketing, Accounting
4.2. skills-related	Students should have basic knowledge of economy

5. Conditions (if applicable)

5.1. for the course	Courses consist of lectures and debates with the aim of communicate specific economic information and forming technical vocabulary. Academic discipline is a must during courses.
5.2. for the seminar/ laboratory/ project	Seminars consist of case studies and practical examples with the aim of forming practical abilities and consolidating information received during courses.

Note: In the case of online teaching, the teaching methods are adapted to the online conditions and platforms used.

6. Cumulated specific competences

Professional competences	<p>Graduates of the present course will:</p> <ul style="list-style-type: none"> - be able to correctly use marketing vocabulary in agro-industrial context - have an insight of entrepreneurship theory - be able to plan and conduct a marketing research in an agronomic context - develop the use of theoretical entrepreneurship principles in practical situations
Transversal competences	<p>Graduates will, also:</p> <ul style="list-style-type: none"> - be able to develop and follow a working schedule, both individually and as teams, in order to fulfil their tasks in a professional way - be able to do activities specific to team work - understand the principles of work division - understand the need of continuous professional training in an ever changing labour market - be able to correctly use information and communication media in entrepreneurship

7. Discipline objectives (based on the cumulated specific competences)

7.1. General objective	<p>The aim of the present course is to offer agronomists basic knowledge of entrepreneurship in the rural tourism and agri-food business domains. This is done in a managerial framework, being the main source of decision-making in what an agri-food business is concerned.</p>
7.2. Specific objectives	<p>The course intends to offer students:</p> <ul style="list-style-type: none"> - an insight in the social and economic importance of entrepreneurship - the ability to design a business plan, including the marketing plan - the ability to identify funding sources for starting and running a rural tourism and agri-food business - the ability to carry out financial analysis and forecasts for the start-up and management of rural tourism and agri-food business - the ability to pitch effectively a business idea

8. Content

8.1. COURSE Number of hours - 28	Teaching methods	Observation
1. Intro into entrepreneurship	Lecture	1 lecture
2. From idea to business. Pitching a business idea	Lecture	1 lecture
3. Business model. Business plan	Lecture	2 lectures
4. Relevant legislation for a business start-up	Lecture	1 lecture
5. Financing sources and investment	Lecture	1 lecture
6. Operation management in a business plan	Lecture	2 lectures
7. Marketing in a start-up	Lecture	2 lectures
8. Human resources management	Lecture	1 lecture
9. Risk management. Operations and production management	Lecture	2 lectures
10. Sustainable management	Lecture	1 lecture

8.2. PRACTICAL WORKS Number of hours – 28	Teaching methods	Observation
<p>Business plan for a rural tourism or agri-food start-up</p> <p>1. General description of the start-up. Organizational mission and vision.</p> <p>2. Entrepreneurship potential and analysis of innovation opportunities: PEST Analysis. Consumer trends. Innovator's compass. SWAT Analysis. Key competitors</p> <p>4. Choosing the really big idea: Identification of business problem. Prioritizing ideas. Stakeholders, team and persona analysis.</p> <p>5. Business model. Risk analysis</p> <p>6. Marketing strategy and marketing plan</p> <p>7. Operation management</p> <p>8. Initial investment and financing sources. Financial analysis and forecast.</p> <p>9. Pitching of business plan</p>	<p>Interactive presentation, case study, dialog, teamwork</p> <p>Interactive presentation, case study, dialog, teamwork</p> <p>Interactive presentation, case study, dialog, teamwork</p> <p>Interactive presentation, case study, dialog, teamwork</p> <p>Interactive presentation, case study, dialog, teamwork</p> <p>Interactive presentation, case study, dialog, teamwork</p> <p>Interactive presentation, case study, dialog, teamwork</p> <p>Oral presentation</p>	<p>2 seminars</p> <p>3 seminars</p> <p>2 seminars</p> <p>2 seminars</p> <p>1 seminar</p> <p>1 seminar</p> <p>2 seminars</p> <p>1 seminar</p>
<p><i>Compulsory bibliography:</i></p> <ol style="list-style-type: none"> CĂTUNESCU, Giorgiana, note de curs 2020-2021 Ilana Taub, Michael Minch-Dixon, Joseph Gridley, EIT Food Startup Manual - Better businesses for a better food system, 2019, Burns, Paul. Entrepreneurship and small business. Palgrave Macmillan Limited, 2016. Glackin, Caroline. Entrepreneurship: Starting and Operating a Small Business, 3e., 2013. 		
<p><i>Optional bibliography:</i></p> <ol style="list-style-type: none"> Scarborough, Norman M. Essentials of entrepreneurship and small business management. Pearson, 2016. Drucker, Peter. Innovation and entrepreneurship. Routledge, 2014. 		

9. Corroborating the discipline content with the expectations of the epistemic community representatives, of the professional associations and of the relevant employers in the corresponding field

The course coordinator participates to scientific symposiums and conferences with the aim of keeping the course and seminar material up to date. She, also, takes part at seminars organized by UBB Faculty of Economics and Business Administration Alumni Association.

10. Evaluation

Type of activity	10.1. Evaluation criteria	10.2.	10.3. Percentage of the
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		Evaluation type	final grade
10.4. Course	Graduates of the present course should know the following: - specific terminology of entrepreneurship, marketing, operation, production and risk management; the roadmap from idea to business; how to design a business model and a business plan; how to best pitch a business idea.	Continuous (V)	40%
	Students should participate to course debates	Oral evaluation	10%
10.5. Seminar/Laboratory	Students should participate to seminar debates	Oral evaluation	10%
	Presentation of teamwork business plan	Oral presentation	40%

10.6. Minimum performance standards

Knowledge of the terminology specific to entrepreneurship, application of concepts and indicators in case studies at an acceptable level.

The final grade represents the weighted average of the continuous evaluation, course and seminar attendance and activity during the course and seminars, and the presentation of teamwork case-study set up at the seminar and must be equal to or greater than 5.

The teacher tracks course attendance and can assign bonuses or apply penalties depending on how they establish at the beginning of the semester.

The teacher announces in the first hour of the course the required papers, projects, various papers or thematic files that students have to prepare individually or in teams and will specify the weight they will have in the final grade.

Any work copied from another source in proportion of at least 25% is considered plagiarism and causes the annulment of the work, project or report.

The structure, content and manner of conducting the courses can be challenged only by the students who attended at least 50% of the lectures.

Any appeal of the grade obtained in a form of verification will have to be accompanied by a written request from the student. The student will request the re-evaluation of the paper, but they will also present in writing a detailed self-assessment of their own work to justify their request. In the appeal they will mention if they have taken note of the general and specific regulations from the discipline file. The result of this reassessment will be brought to the notice of the student, within 24 hours from the date of filing the appeal.

Any other additional regulations proposed by the teacher for the current year will be announced at the beginning of the semester.

1 Cycle of studies - choose one of the three options: Bachelor/Master/Ph.D.

2 according to the educational plan

3 Discipline status (compulsoriness) - choose one of the options – **DI** (compulsory discipline) **DO** (optional discipline) **DFac** (facultative discipline).

4 One credit is equivalent to 25-30 hours of study (teaching activities and individual study).

Data completării
11.09.2020

Titular curs
șef lucr. dr. Giorgiana Cătunescu



Titular lucrări laborator/seminarii
șef lucr. dr. Giorgiana Cătunescu



Data avizării în
departament
14.09.2020

Director de departament
conf. dr. Ovidiu Ranta

