

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ECONOMICS
1.3 Department	DEPARTMENT OF ECONOMICS AND BUSINESS
1.4 Field of study	BUSINESS ADMINISTRATION
1.5 Cycle of study	CYCLE I - BACHELOR
1.6 Program of study /Degree	BUSINESS ADMINISTRATION/ BACHELOR'S DEGREE

2. Information regarding the discipline

2.1 Name of discipline	Starting a business						
2.2 Course titleholder	Lecturer Ramona Marinela SIMUȚ, PhD						
2.3 Seminar titleholder	Lecturer Ramona Marinela SIMUȚ, PhD						
2.4 Year of study	III	2.5 Semester	1	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					94 hours
Studying the workbook, course book, bibliography and notes					45 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					35 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					15 hours
Tutorship					5 hours
Assessment activities					4 hours
Other activities.....					
3.7 Total hours of individual study	94				
3.9 Total hours/semester	150				
3.10 Number of credits	6				

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

5.1. concerning the course activities	Laptop/Computer
5.2. concerning the seminar/laboratory activities	Laptop/Computer

6. Specific skills acquired	
Professional skills	C1.3 Applying the adequate instruments for the analysis of the influence relation exerted by the external business environment on the firm/organization C1.4 Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization C2.3 Applying the adequate instruments to solve a problem concerning the relations between the subdivisions of a firm/organization C2.4 Critical –constructive assessing and/or resolving of an issue concerning the operation of the firm/organization C3.4 Critical –constructive assessing and/or resolving of an issue concerning the operation and administration of a subdivision of the firm/organization C4.5. Fundamenting projects for recruiting, selecting, motivating, paying of the human resources in the field of business administration.
Transversal Skills	CT1 Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work. CT2 Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	A correct delivery of information and knowledge that focuses on how firms function (microeconomics, innovation, management, entrepreneurship, etc.). The student will have an integrative vision on the firm which synthesizes the knowledge and the skills developed in the course
7.2 Specific objectives	1. Knowing and understanding the way a firm is organized and the way it functions 2. Knowing and understanding the basic economic relations between firms and the external economic environment 3. Identifying and describing the characteristic traits of the firm in relation to the evolution of the wider economy 4. Explaining the way a firm may innovate 5. Explaining and interpreting the creation of intellectual capital by the firm

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Introduction	Lecture, problem-solving, debate, deduction, illustration	2 hours
8.1.2. Entrepreneurship: Starting a business		2 hours
8.1.3. How to get an idea for your business		2 hours
8.1.4. Ideas for your business		2 hours
8.1.5. Self-assessment: entrepreneurial traits and professional capacity. Developing and pre-testing a start-up idea		2 hours
8.1.6. Starting a business vs. buying one		2 hours
8.1.7. Creating a business plan. Defining your market		2 hours
8.1.8. Creating a business plan. If you Build it, will they come?		2 hours
8.1.9. Creating a business plan. The name of your business		2 hours
8.1.10. Creating a business plan. Choosing a business structure		2 hours
8.1.11. Creating a business plan. Creating a winning business plan		2 hours
8.1.12. Creating a business plan. Licenses		2 hours
8.1.13. Creating a business plan. Understanding patents, trademarks and copyrights		2 hours
8.1.14. Creating a business plan. Hiring an accountant		2 hours
Bibliography 1. Skripak, Stephen J., Fundamentals of Business, Pamplin College of Business and Virginia Tech Libraries, 2016 (https://vtechworks.lib.vt.edu/handle/10919/70961) 2. Starting Your Own Business. 4 th Edition. Entrepreneur Media Inc. Printed and bound in the United States of America, 2007.		

8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Introduction	Questioning, debate, deduction, applications, examples	2 hours
8.2.2. A Few Things to Know about Going into Business for Yourself		2 hours
8.2.3. Questions to Ask Before You Start a Business		4 hours
8.2.4. Why Start Your Own Business?		2 hours
8.2.5. Advantages and Disadvantages of Business Ownership		4 hours
8.2.6. The Importance of Small Business to the U.S. Economy		2 hours
8.2.7. The Business Idea		2 hours
8.2.8. Ownership Options – Starting from Scratch		2 hours
8.2.9. Ownership Options – Buying an Existing Business		2 hours
8.2.10. Ownership Options – Getting a Franchise		2 hours
8.2.11. Why Do Some Businesses Fail?		2 hours
8.2.12. Help from the Small Business Administration		2 hours
Bibliography: <ol style="list-style-type: none"> 1. Skripak, Stephen J., Fundamentals of Business, Pamplin College of Business and Virginia Tech Libraries, 2016 (https://vtechworks.lib.vt.edu/handle/10919/70961) 2. Starting Your Own Business. 4th Edition. Entrepreneur Media Inc. Printed and bound in the United States of America, 2007. 		

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

The contents of the course are adapted according to the requirements of business in several fields. Also the course contains an overview of sustainable development and how it is linked to businesses.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding the content of lectures.	Test of multiple choice type (e.uoradea.ro educational platforms)	50%
10.5 Seminar (S)	Understanding the risks which determine the behaviours of the firm.	Written assessment (homework), essays and other assessments given on the e.uoradea.ro educational platforms.	50%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard <ul style="list-style-type: none"> • Knowledge and understanding of content to the essential ideas. • Solve at least seven out of eighteen questions (grids) in the written exam. 			

Date

Course titleholder:

Seminar titleholder:

29.09.2020

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Date of approval in the Department:

29.09.2020

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