



**Course syllabus**  
**Academic year 2023-2024**

**1. Information about the program**

1.1 Higher Education Institution	<b>Babeș-Bolyai University</b>
1.2 Faculty	<b>European Studies</b>
1.3 Department	<b>European Studies and Governance</b>
1.4 Field of study	<b>Management</b>
1.5 Study level	<b>Master</b>
1.6 Programme of study/ Qualification	<b>Advanced Management</b>

**2. Information about the discipline**

2.1 Title	<b>Business Plans</b>						
2.2 Course holder	<b>Assoc. Prof. Florin Duma</b>						
2.3 Seminar holder	<b>Assoc. Prof. Florin Duma</b>						
2.4 Year of study	<b>II</b>	2.5 Semester	<b>2</b>	2.6. Type of assessment <sup>1</sup>	<b>E</b>	2.7 Type of module <sup>2</sup>	<b>OB</b>

**3. Total estimated time** (teaching hours per semester)

3.1 No. of hours per week	<b>3</b>	3.2 of which for course	<b>1</b>	3.3 of which for seminar	<b>2</b>
3.4 Total no. of hours in the curriculum	<b>36</b>	3.5 of which for course	<b>12</b>	3.6 of which for seminar	<b>24</b>
Time distribution:	8 X 25 = 200				Hours
Study by using handbook, reader, bibliography and course notes					<b>43</b>
Additional library/specialised online research, field research					<b>35</b>
Preparation of seminars/laboratories, homework, projects, portfolios and essays					<b>53</b>
Tutoring					<b>25</b>
Examinations					<b>8</b>
Other activities: .....					
3.7 Total no. of hours for individual study	164				
3.8 Total no. of hours per semester	200				
3.9 No. of ETCS credit points	8				

**4. Prerequisites** (where applicable)

4.1 of curriculum	❖
4.2 of competencies	❖

**5. Conditions** (where applicable)

<sup>1</sup> E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

<sup>2</sup> OB - core module, OP - elective module, F - extracurricular module



5.1 For the development of the course	❖ Participation 50%
5.2 For the development of the seminar/laboratory	❖ Participation 70%

## 6. Specific skills acquired

<b>Professional skills</b>	<p>C4 Identification, selection, and utilization of forecasting, organizing, coordinating training, and control-evaluation methods.</p> <p>C6 Utilization of databases, information, and knowledge in the application of managerial methods, techniques, and procedures. Cognitive, applicative, and attitudinal competencies:</p> <ul style="list-style-type: none"> <li>• Understanding and using specific terminology;</li> <li>• Understanding concepts related to entrepreneurship;</li> <li>• Ability to develop and support a business plan starting from an original idea.</li> </ul>
<b>Interdisciplinary skills</b>	<ul style="list-style-type: none"> <li>• Development of analytical capacity;</li> <li>• Capacity for autonomy in task completion, as well as teamwork;</li> <li>• Development of efficient time management skills.</li> </ul>

## 7. Course objectives (based on the list of acquired skills)

7.1 General objective	To develop the competencies necessary for understanding the mechanism of developing and presenting a business plan.
7.2 Specific objectives	<p>O1: Explanation and mastery of the specific basic concepts and principles in the field of entrepreneurship;</p> <p>O2: Understanding the process of developing a business plan.</p>

## 8. Contents

8.1 Course	Teaching methods	Observations
1. Feasibility Study	Explanation of concepts, presentation of examples, in-progress evaluation questions, explanations	Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 200
2. Market studies	Explanation of concepts, presentation of examples, in-progress evaluation questions, explanations	Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 200
3. Marketing Strategy	Explanation of concepts, presentation of examples, in-progress evaluation	Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 200M



	questions, explanations	
4. Resource Management	Explanation of concepts, presentation of examples, in-progress evaluation questions, explanations	Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002
5. Financial Projections	Explanation of concepts, presentation of examples, in-progress evaluation questions, explanations	Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002
6. Funding Sources	Explanation of concepts, presentation of examples, in-progress evaluation questions, explanations	Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002
7. Business Control	Explanation of concepts, presentation of examples, in-progress evaluation questions, explanations	Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002
<b>Bibliography:</b>		
<p>1. Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002</p> <p>2. McKeever, Mike – How to write a business plan, Nolo, 11th edition, 2012</p> <p>3. Tuller, Jason – „Guide to Business Plan Writing in 2017: Learn how to write a plan that you can take straight to the bank!”, Kindle Edition, 2017</p> <p>Optional Bibliography:</p> <p>1. Stokes D. – “Managementul micilor afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002</p> <p>2. Girgiu A. I., Duma F. S. – “Management Financiar pentru Start-Up”, Casa Cartii de Stiinta, Cluj-Napoca, 2006</p>		

8.2 Seminar/Laboratory	Teaching methods	Observations
1. Search and selection of business ideas.	Practical applications	Soft PlanWrite
2. Feasibility study.	Practical applications	Soft PlanWrite
3. Description of the business and its products or services.	Practical applications	Soft PlanWrite
4. Market study.	Practical applications	Soft PlanWrite
5. Marketing strategy.	Practical applications	Soft PlanWrite
6. Resources management.	Practical applications	Soft PlanWrite
7. Evaluation of necessary investments.	Practical applications	Soft PlanWrite
8. Financial projections.	Practical applications	Soft PlanWrite
9. Financial indicators.	Practical applications	Soft PlanWrite



10. Break-even analysis.	Practical applications	Soft PlanWrite
11. Funding sources.	Practical applications	Soft PlanWrite
12. Business control.	Practical applications	Soft PlanWrite
13. Appendices of the business plan.	Practical applications	Soft PlanWrite
14. Final considerations.	Practical applications	Soft PlanWrite

**Bibliography:**

1. Barrow C., Barrow P., Brown R. – “Ghidul întocmirii planului de afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002
  2. McKeever, Mike – How to write a business plan, Nolo, 11th edition, 2012
  3. Tuller, Jason – „Guide to Business Plan Writing in 2017: Learn how to write a plan that you can take straight to the bank!”, Kindle Edition, 2017
- Optional Bibliography.
1. Stokes D. – “Managementul micilor afaceri”, Casa Cartii de Stiinta, Cluj-Napoca, 2002
  2. Girgiu A. I., Duma F. S. – “Management Financiar pentru Start-Up”, Casa Cartii de Stiinta, Cluj-Napoca, 2006

**9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:**

**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the course	Oral Exam	80%
10.5 Seminar/ Laboratory	Activity during seminars	Active participation	20%
<i>Ex officio: 1 point</i>			
10.6 Minimum standard of performance Minimum 5 out of 10			

Date

Course holder signature

Seminar holder signature

September 22, 2023

Assoc. Prof. Florin Duma

Assoc. Prof. Florin Duma

Date of departmental approval

Head of department signature

September 29, 2023

Assoc. Prof. Nicoleta Racolta Paina.