



Course syllabus Academic year 2021-2022

1. Information about the program

1.1 Higher Education Institution	Babeş-Bolyai University
1.2 Faculty	European Studies
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	Master
1.6 Programme of study/ Qualification	DCRI

2. Information about the discipline

2.1 Title	Antreprenoriat și patrimoniu cultural (Entrepreneurship and cultural heritage)						
2.2 Course holder	PhD. Monica Burcă-Voicu, Lecturer						
2.3 Seminar holder	PhD. Monica Burcă-Voicu, Lecturer						
2.4 Year of study	2	2.5 Semester	3	2.6. Type of assessment ¹	E	2.7 Type of module ²	OB

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.2 of which for course	1	3.3 of which for seminar	2
3.4 Total no. of hours in the curriculum	42	3.5 of which for course	14	3.6 of which for seminar	28
Time distribution: conventional hours 6X25 =150/14					Hours
Study by using handbook, reader, bibliography and course notes					3
Additional library/specialised online research, field research					3
Preparation of seminars/laboratories, homework, projects, portfolios and essays					2
Tutoring					2
Examinations					1
Other activities:					
3.7 Total no. of hours for individual study	8				
3.8 Total no. of hours per semester	150				
3.9 No. of ETCS credit points	6				

4. Prerequisites (where applicable)

4.1 of curriculum	❖
4.2 of competencies	❖ English

5. Conditions (where applicable)

5.1 For the development of the course	❖
5.2 For the development of the seminar/laboratory	❖ Attendance 75%

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

² OB - core module, OP - elective module, F - extracurricular module



6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"> ❖ Knowledge competencies: Getting through basic concepts related to entrepreneurship and management theories. Understanding the role and tasks of Entrepreneurship and cultural heritage. ❖ Applicative competencies: Applying the investigated theoretical concepts in order to be able to understand based on relevant case studies the importance of entrepreneurship and cultural heritage strategies. ❖ Attitude competencies: Full comprehension of the entrepreneurship and cultural heritage management policies mechanisms as well as the abilities to understand economic situations and phenomena in order to build the ground for further deepening of economic and managerial knowledge.
Interdisciplinary skills	<ul style="list-style-type: none"> ❖ This topic is grounded on both theoretical and for some chapters' empirical sources of knowledge. Such a dual perspective on Entrepreneurship and cultural heritage allows: <ul style="list-style-type: none"> ✓ Creating a proper level of understanding of entrepreneurship and cultural heritage management issues from an international perspective while debating the most appropriate policies in specific national frameworks. ✓ Developing the student's abilities to "grasp" various business environments and link theories of economic and social life with the proposed course topic in a certain area to the daily realities of the economy in a specific country ✓ Policy analysis and international case studies that reconfigure in a modeling manner the reality of the present day world economy. Allows an institutional approach of the subject, by observing the activity of relevant stakeholders, especially within the EU framework. ❖ The overall teaching and educational approach focuses on the capacity of the students to communicate between them and with the educational moderator and tests their capacity to react to the best of their abilities at various economic scenarios valid for the world economy. Group activity is highly encouraged. English is the only communicational vehicle used for this purpose.

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

7.1 General objective	<ul style="list-style-type: none"> ❖ Making the student familiar with economic life and entrepreneurship and management practices in Romania, EU and the global economic environment ❖ Public information, as observed in the business environment, the political one as well as the administrative one are to be investigated and analyzed by the students. They are supposed to be able to conceive professional economic scripts focusing on cultural heritage management. ❖ Students are supposed to be able to build and aggregate their knowledge in a historical as well as a comparative framework. The emphasis would be obviously on the present day economic juncture and how it relates to the international context.
7.2 Specific objectives	<ul style="list-style-type: none"> ❖ The course should allow students to decide whether the entrepreneurship and management practices are local, national or international relevant, whether the policy or governance scheme in a certain case and country is appropriate or not. Most topics have empirical reverberations and should develop not only knowledge of the kind but also specific international market oriented skills.



8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction		Students are kindly asked to brows the topics of the following class in order to be able to interact with the teacher. Main points are presented at the beginning and then gradually developed. Class wrap-up consists in the review of the most important issues under scrutiny during that specific class.
2. Challenges for the entrepreneurship and cultural heritage – defining entrepreneurship and cultural institutions		*** (2016), <i>3D Recording, Documentation and Management of Cultural Heritage</i> , Edited by Efstratios Stylianidis and Fabio Remondino, Whittles Publishing, Scotland, UK
3. Entrepreneurship - New Forms and Start-Ups. Business idea? Options? Business Plans.		*** (2010) <i>The determinants of entrepreneurship: Leadership, Culture, Institutions</i> , Edited by Jose, L. Garcia-Ruiz, Pier Angelo Toninelli, Number 7, Pickering&Chatto, London, UK Betina, Szkudlarek; Laurence, Romani; Dan, V. Caprar; Joyce, S. Osland, (2020), <i>The SAGE Handbook of Contemporary Cross-Cultural Management</i> , SAGE, London Bygrave, W., Zacharakis, A., (2011), <i>Entrepreneurship</i> , 2nd Edition, John Wiley and Sons. Gordon, M., (2007) <i>Trump University Entrepreneurship 101: How to Turn Your Idea into a Money Machine</i> , John Wiley and Sons, New Jersey. Timmons, J.A., Spinelli, S., (2009), <i>New venture creation – Entrepreneurship for the 21 st century</i> , 8th edition, McGraw Hill
4. Planning a business. Writing A Business Plan. Entrepreneurship - Management in Cultural Heritage.		Applied case studies
5. Analysis of the environment (Entrepreneurship and cultural heritage - the importance of Public Policies and Legal Regulations, Economy of Culture, Tourism and Cultural Heritage, etc)		UNESCO Database of National Cultural Heritage Laws Updated, https://en.unesco.org/news/unesco-database-national-cultural-heritage-laws-updated David Throsby (2001), <i>Economics and culture</i> , Cambridge University Press
6. Entrepreneurship - Management in Cultural Heritage.		*** (2010) <i>The determinants of entrepreneurship: Leadership, Culture, Institutions</i> , Edited by Jose, L. Garcia-Ruiz, Pier Angelo Toninelli, Number 7, Pickering&Chatto, London, UK Betina, Szkudlarek; Laurence, Romani; Dan, V. Caprar; Joyce, S. Osland, (2020), <i>The SAGE Handbook of Contemporary Cross-Cultural Management</i> , SAGE, London



		Kamal, Fatehi; Jeongho, Choi (2019), <i>International Business Management Succeeding in a Culturally Diverse World</i> , Second Edition, Springer, USA
7. Understanding management in the world heritage context		Betina, Szkudlarek; Laurence, Romani; Dan, V. Caprar; Joyce, S. Osland, (2020), <i>The SAGE Handbook of Contemporary Cross-Cultural Management</i> , SAGE, London Kamal, Fatehi; Jeongho, Choi (2019), <i>International Business Management Succeeding in a Culturally Diverse World</i> , Second Edition, Springer, USA
8. Entrepreneurship and marketing management in cultural heritage – the importance of the Marketing plan – structure		Kotler, Philip; Keller, Kevin L., <i>Management Marketing</i> , 14 th Edition, New Jersey: Prentice Hall, 2012. Kotler, Philip; Armstrong Gary, <i>Principles of Marketing</i> , 15 th Edition, Pearson, 2014. Keegan, Warren J.; Green, Mark C., <i>Global Marketing</i> , 8 th Edition, Pearson, 2015.
9 and 10 Start-up Marketing management in cultural heritage – adapting the Marketing mix		Kotler, Philip; Keller, Kevin L., <i>Management Marketing</i> , 14 th Edition, New Jersey: Prentice Hall, 2012. Kotler, Philip; Armstrong Gary, <i>Principles of Marketing</i> , 15 th Edition, Pearson, 2014. Keegan, Warren J.; Green, Mark C., <i>Global Marketing</i> , 8 th Edition, Pearson, 2015.
11. Community Involvement in Heritage Management - Framing Social Responsibility in a Market Environment		– Practice examples *** (2017), <i>Social Entrepreneurship. A Skills Approach</i> , second ed., Edited by Christopher Durkin and Robert Gunn, Policy Press, GB.
12. Project / entrepreneurship risk analysis		Applied case studies
13. Developing, managing, implementing and monitoring a Business plan		Applied case studies
14. Conclusions		
Bibliography:		
<ol style="list-style-type: none"> 1. Betsy, Campbell (2019), <i>Practice theory in action. Empirical Studies of Interaction in Innovation and Entrepreneurship</i>, Routledge, London, UK. 2. Betina, Szkudlarek; Laurence, Romani; Dan, V. Caprar; Joyce, S. Osland, (2020), <i>The SAGE Handbook of Contemporary Cross-Cultural Management</i>, SAGE, London 3. David Throsby (2001), <i>Economics and culture</i>, Cambridge University Press 		



4. Kotler, Philip; Keller, Kevin L., *Management Marketing*, 14th Edition, New Jersey: Prentice Hall, 2012.
5. Kotler, Philip; Armstrong Gary, *Principles of Marketing*, 15th Edition, Pearson, 2014.
6. Keegan, Warren J.; Green, Mark C., *Global Marketing*, 8th Edition, Pearson, 2015.
7. UNESCO, (2013), *Managing Cultural World Heritage*, <https://whc.unesco.org/en/managing-cultural-world-heritage/>
8. UNESCO, *UNESCO Database of National Cultural Heritage Laws Updated*, <https://en.unesco.org/news/unesco-database-national-cultural-heritage-laws-updated>
9. Kamal, Fatehi; Jeongho, Choi (2019), *International Business Management Succeeding in a Culturally Diverse World*, Second Edition, Springer, USA
10. *** (2016), *3D Recording, Documentation and Management of Cultural Heritage*, Edited by Efstratios Stylianidis and Fabio Remondino, Whittles Publishing, Scotland, UK
11. *** (2017), *Social Entrepreneurship. A Skills Approach*, second ed., Edited by Christopher Durkin and Robert Gunn, Policy Press, GB.

*** (2010) *The determinants of entrepreneurship: Leadership, Culture, Institutions*, Edited by Jose, L. Garcia-Ruiz, Pier Angelo Toninelli, Number 7, Pickering&Chatto, London, UK

8.2 Seminar/Laboratory	Teaching methods	Observations
2. Introduction	Presentation, explanation, text analysis, case studies	Betina, Szkudlarek; Laurence, Romani; Dan, V. Caprar; Joyce, S. Osland, (2020), <i>The SAGE Handbook of Contemporary Cross-Cultural Management</i> , SAGE, London
2. Challenges for the entrepreneurship and cultural heritage – defining entrepreneurship and cultural institutions	Presentation, explanation, text analysis, case studies	*** (2016), <i>3D Recording, Documentation and Management of Cultural Heritage</i> , Edited by Efstratios Stylianidis and Fabio Remondino, Whittles Publishing, Scotland, UK
3. Entrepreneurship - New Forms and Start-Ups. Business idea? Options? Business Plans.	Presentation, explanation, text analysis, case studies	Bygrave, W., Zacharakis, A., (2011), <i>Entrepreneurship</i> , 2nd Edition, John Wiley and Sons. Gordon, M., (2007) <i>Trump University Entrepreneurship 101: How to Turn Your Idea into a Money Machine</i> , John Wiley and Sons, New Jersey. Timmons, J.A., Spinelli, S., (2009), <i>New venture creation – Entrepreneurship for the 21st century</i> , 8th edition, McGraw Hill
4. Planning a business. Writing A Business Plan. Entrepreneurship - Management in Cultural Heritage.	Presentation, explanation, text analysis, case studies	Betina, Szkudlarek; Laurence, Romani; Dan, V. Caprar; Joyce, S. Osland, (2020), <i>The SAGE Handbook of Contemporary Cross-Cultural Management</i> , SAGE, London
5. Analysis of the environment (Entrepreneurship and cultural heritage - the importance of Public Policies and Legal Regulations,	Presentation, explanation, text analysis, case studies	David Throsby (2001), <i>Economics and culture</i> , Cambridge University Press



Economy of Culture, Tourism and Cultural Heritage, etc)		
6. Entrepreneurship - Management in Cultural Heritage.	Presentation, explanation, text analysis, case studies	Richard Campbell, Christopher R. Martin, Bettina Fabos - Media & Culture An Introduction to Mass Communication, Eight Ed., 2012
7. Understanding management in the world heritage context	Presentation, explanation, text analysis, case studies	Applied case studies
8. Entrepreneurship and marketing management in cultural heritage – the importance of the Marketing plan – structure	Presentation, explanation, text analysis, case studies	Kotler, Philip; Keller, Kevin L., <i>Management Marketing</i> , 14 th Edition, New Jersey: Prentice Hall, 2012. Kotler, Philip; Armstrong Gary, <i>Principles of Marketing</i> , 15 th Edition, Pearson, 2014. Keegan, Warren J.; Green, Mark C., <i>Global Marketing</i> , 8 th Edition, Pearson, 2015.
9 and 10 Start-up Marketing management in cultural heritage – adapting the Marketing mix	Presentation, explanation, text analysis, case studies	Kotler, Philip; Keller, Kevin L., <i>Management Marketing</i> , 14 th Edition, New Jersey: Prentice Hall, 2012. Kotler, Philip; Armstrong Gary, <i>Principles of Marketing</i> , 15 th Edition, Pearson, 2014. Keegan, Warren J.; Green, Mark C., <i>Global Marketing</i> , 8 th Edition, Pearson, 2015.
11. Community Involvement in Heritage Management - Framing Social Responsibility in a Market Environment	Presentation, explanation, text analysis, case studies	Applied case studies
12. Project / entrepreneurship risk analysis	Presentation, explanation, text analysis, case studies	Applied case studies
13. Developing, managing, implementing and monitoring a Business plan	Presentation, explanation, text analysis, case studies	Applied case studies
Conclusions and evaluation	Presentation, explanation, text analysis, case studies	Students semester paper presentation – Business Plan Portfolio

Bibliography:

1. Betina, Szkudlarek; Laurence, Romani; Dan, V. Caprar; Joyce, S. Osland, (2020), *The SAGE Handbook of Contemporary Cross-Cultural Management*, SAGE, London
2. David Throsby (2001), *Economics and culture*, Cambridge University Press
3. Kotler, Philip; Keller, Kevin L., *Management Marketing*, 14th Edition, New Jersey: Prentice Hall, 2012.
4. Kotler, Philip; Armstrong Gary, *Principles of Marketing*, 15th Edition, Pearson, 2014.
5. Keegan, Warren J.; Green, Mark C., *Global Marketing*, 8th Edition, Pearson, 2015.
6. UNESCO, (2013), *Managing Cultural World Heritage*, <https://whc.unesco.org/en/managing-cultural-world-heritage/>



7. UNESCO, *UNESCO Database of National Cultural Heritage Laws Updated*, <https://en.unesco.org/news/unesco-database-national-cultural-heritage-laws-updated>

8. Kamal, Fatehi; Jeongho, Choi (2019), *International Business Management Succeeding in a Culturally Diverse World*, Second Edition, Springer, USA

9. *** (2016), *3D Recording, Documentation and Management of Cultural Heritage*, Edited by Efstratios Stylianidis and Fabio Remondino, Whittles Publishing, Scotland, UK

10. *** (2017), *Social Entrepreneurship. A Skills Approach*, second ed., Edited by Christopher Durkin and Robert Gunn, Policy Press, GB.

*** (2010) *The determinants of entrepreneurship: Leadership, Culture, Institutions*, Edited by Jose, L. Garcia-Ruiz, Pier Angelo Toninelli, Number 7, Pickering&Chatto, London, UK

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

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10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course		Examination (Written)	50 %
10.5 Seminar/ Laboratory		Business plan portfolio (mandatory) Group work + individual assessment + seminar involvement	50 %
<i>Ex officio</i> : 1 point in the final exam out of 10 points			
10.6 Minimum standard of performance			
For grade 5:		For grade 10: <i>Exam *0,5+Seminar activity*0,5</i>	

Date

Course holder signature

Seminar holder signature

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Date of departmental approval

Head of department signature



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