



## Course syllabus

### Academic year 2024-2025

#### 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>International Relations and European Studies</b> |
| 1.5 Study level                       | <b>Master</b>                                       |
| 1.6 Programme of study/ Qualification | <b>DCRI</b>   |

#### 2. Information about the discipline

|                    |   |              |          |                                      |          |                                 |           |
|--------------------|---|--------------|----------|--------------------------------------|----------|---------------------------------|-----------|
| 2.1 Title          | <b>Antreprenoriat și patrimoniu cultural (Entrepreneurship and cultural heritage)</b> |              |          |                                      |          |                                 |           |
| 2.2 Course holder  | <b>PhD. Monica Burcă-Voicu, Lecturer</b>  |              |          |                                      |          |                                 |           |
| 2.3 Seminar holder | <b>PhD. Monica Burcă-Voicu, Lecturer</b>  |              |          |                                      |          |                                 |           |
| 2.4 Year of study  | <b>2</b>  | 2.5 Semester | <b>3</b> | 2.6. Type of assessment <sup>1</sup> | <b>C</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>42</b> | 3.5 of which for course | <b>14</b> | 3.6 of which for seminar | <b>28</b> |
| Time distribution: <b>conventional hours 6X25 =150/14</b>                       |           |                         |           |                          | 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                                     | 11        |                         |           |                          |           |
| 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% |

<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



## 6. Specific skills acquired

|                          |  |
|--------------------------|--|
| Professional skills      | <ul style="list-style-type: none"> <li>❖ Knowledge competencies: Getting through basic concepts related to entrepreneurship and management theories. Understanding the role and tasks of Entrepreneurship and cultural heritage.</li> <li>❖ 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.</li> <li>❖ 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.</li> </ul>  |
| Interdisciplinary skills | <ul style="list-style-type: none"> <li>❖ 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:</li> <li>✓ 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.</li> <li>✓ 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</li> <li>✓ 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.</li> <li>❖ 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.</li> </ul> |

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

|                         |  |
|-------------------------|--|
| 7.1 General objective   | <ul style="list-style-type: none"> <li>❖ Making the student familiar with economic life and entrepreneurship and management practices in Romania, EU and the global economic environment</li> <li>❖ 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.</li> <li>❖ 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.</li> </ul> |
| 7.2 Specific objectives | <ul style="list-style-type: none"> <li>❖ 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.</li> </ul>   |



## 8. Contents

| 8.1 Course  | Teaching methods | Observations  |
|---|------------------|---|
| 1. Introduction   |                  | Students are kindly asked to browse 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  |                  |   |
| 3. Entrepreneurship - New Forms and Start-Ups. Business idea? Options? Business Plans.  |                  |   |
| 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) |                  |   |
| 6. Entrepreneurship -Management in Cultural Heritage.   |                  |   |
| 7. Understanding management in the world heritage context   |                  |   |
| 8. Entrepreneurship and marketing management in cultural heritage – the importance of the Marketing plan – structure  |                  |   |
| 9 and 10<br>Start-up Marketing management in cultural heritage – adapting the Marketing mix   |                  |   |
| 11. Community Involvement in Heritage Management - Framing Social Responsibility in a Market Environment  |                  |   |
| 12. Project / entrepreneurship risk analysis  |                  | Applied case studies  |
| 13. Developing, managing, implementing and monitoring a Business plan   |                  | Applied case studies  |
| 14. Conclusions   |                  |   |
| Bibliography:   |                  |   |
| 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), *The SAGE Handbook of Contemporary Cross-Cultural Management*, SAGE, London
  3. David Throsby (2001), *Economics and culture*, Cambridge University Press
  4. Kotler, Philip; Keller, Kevin L., *Management Marketing*, 14<sup>th</sup> Edition, New Jersey: Prentice Hall, 2012.
  5. Kotler, Philip; Armstrong Gary, *Principles of Marketing*, 15<sup>th</sup> Edition, Pearson, 2014.
  6. Keegan, Warren J.; Green, Mark C., *Global Marketing*, 8<sup>th</sup> 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 |
|---|--|--------------|
| 1. Introduction   | Presentation, explanation, text analysis, case studies |              |
| 2. Challenges for the entrepreneurship and cultural heritage – defining entrepreneurship and cultural institutions  | Presentation, explanation, text analysis, case studies |              |
| 3. Entrepreneurship - New Forms and Start-Ups. Business idea? Options? Business Plans.  | Presentation, explanation, text analysis, case studies |              |
| 4. Planning a business. Writing A Business Plan. Entrepreneurship -Management in Cultural Heritage.   | Presentation, explanation, text analysis, 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) | Presentation, explanation, text analysis, case studies |              |
| 6. Entrepreneurship -Management in Cultural Heritage.   | Presentation, explanation, text analysis, case studies |              |
| 7. Understanding management in the world heritage context   | Presentation, explanation, text analysis, case studies |              |
| 8. Entrepreneurship and marketing management in cultural heritage – the importance of the Marketing plan – structure  | Presentation, explanation, text analysis, case studies |              |
| 9 and 10<br>Start-up Marketing management in cultural heritage – adapting the Marketing mix   | Presentation, explanation, text analysis, case studies |              |



|  |  |  |
|--|--|--|
| 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*, 14<sup>th</sup> Edition, New Jersey: Prentice Hall, 2012.
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  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
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  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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|  |
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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      |                          |                         |                                    |





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|   |  |  |       |
|---|--|--|-------|
| 10.5 Seminar/<br>Laboratory                                   |  | Business plan portfolio<br>(mandatory)<br>Group work + individual<br>assessment + seminar<br>involvement | 100 % |
| <i>Ex officio: 1 point in the final exam out of 10 points</i> |  |  |       |
| 10.6 Minimum standard of performance                          |  |  |       |
| For grade 5:  |  | For grade 10:<br><i>Seminar activity+ Business plan portofolio</i>                                       |       |

Date

Course holder signature

Seminar holder signature

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Date of departmental approval

Head of department signature

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