**Course Syllabus**

|  |  |
| --- | --- |
| Institution | University of Petroşani |
| Faculty | Sciences |
| Field of study | Finance |
| Level | Bachelor |
| Program of study | Finance and Banking |

|  |  |
| --- | --- |
| Course | **Entrepreneurship** |
| Code | C.B.2.2.17 |
| Year of study (semester) | III (II) |
| Number of hours | 56 |
| Number of credits | 5 |
| Professor | Assoc. Prof., Ph.D. ISAC Claudia |

|  |  |
| --- | --- |
| **No.** | **Topic** |
|  | Conceptual definition of entrepreneurs and entrepreneurship. Entrepreneurship in economic theory. Type of Entrepreneurship. |
|  | Entrepreneurial practice. The importance of small business. Entrepreneur and small business. |
|  | Forms of entrepreneurial organization. Sources of capital. Entrepreneurial process. |
|  | Entrepreneurial strategies. Starting a new company. Buying an existing business. F |
|  | Franchising. Family business. Entrepreneurial project: an entrepreneurial venture and entrepreneurial development chain. |
|  | Defining the business concept. Writing a business plan. Basics of Venture Marketing. Fundamentals of entrepreneurial management. Business process: product design, operational art, stock management. |