

Syllabus

1. Program information

1.1. Institution	BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle studies	Master Studies
1.6. Education type	Full-time
1.7. Program study	Digital Business and Innovation
1.8. Language study	English
1.9. Academic year	2020-2021

2. Course information

2.1. Name	Technology Entrepreneurship								
2.2. Code									
2.3. Years of studies	1	2.4. Semester	2	2.5. Assessment type	Exam	2.6. Course type	O (Mandatory)	2.7. No. of ECTS	6
2.8. Instructors	Tanase Stamule – Tanase.stamule@fabiz.ase.ro								

3. Total estimated time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C (C) 2.00
	S (S) 1.00
3.3. Total hours from curriculum	42.00 of which
	C (C) 28.00
	S (S) 14.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual	108.00
Time distribution for individual study	
Study the textbook, course support, bibliography and notes	40.00
Further reading in the library, on the online platforms and field	40.00
Preparing seminars, labs, homework, portfolios and essays	20.00
Tutoring	3.00
Examinations	4.00
Other activities	1.00

4. Prerequisites

4.1. About curriculum	<ul style="list-style-type: none"> - Business management - Business strategies - Innovation management
4.2. About skills	<ul style="list-style-type: none"> - Explication and interpretation of relations between the new venture and the entrepreneurial ecosystem - Using adequate methods for decision making and strategizing concerning technology-based venture develop and growth

5. Requirements

for C(C)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.
for S(S)	The lectures will be sustained in room equipped with teaching multimedia and connected to internet.

6. Skills covered

Professionals	C2	Critical constructive research, generation, projection and implementation of business ideas and processes, within the context of business digitalization.
	C5	Substantiation, implementation and optimization of strategic and tactical management decisions within organizations, using computer applications

7. Course objective

7.1. General objective	The course aims to develop the knowledge and skills necessary for successfully funding and growing a technology start-up
7.2. Specific objectives	<ul style="list-style-type: none"> - Articulate and employ technology entrepreneurship and innovation management practices in technology-driven business environments - Articulate and implement Lean startup techniques including business modelling, designing prototypes and minimum viable products by running experiments aiming at customer development and new technology venture establishment; - Using an ecosystem approach to the design, analysis and management of technological product commercialization in early stage businesses by considering all relevant financial aspects; - Applying the set of tools, models, approaches, and theories that could help in increasing the competitiveness of market offers and attract key resources and partners to deliver these market offers to customers; - Communicating in a way that ensures the commitment of key stakeholders to enable the adoption of new technological products or service; - Engaging with other graduate students, talented individuals, business and technology experts, who are part of the regional business ecosystem, in conceptualizing, creating and driving new technology-based business opportunities

8. Course contents

8.1. C(C)		Teaching methods	Advices
1	Introduction – course goals, requirements and expectations	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
2	Entrepreneurial motivation & passion; Entrepreneurial role and identity	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
3	Technology Entrepreneurship and New-Technology based Firms	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
4	The entrepreneur and the entrepreneurial team	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
5	Ideas, ideation and opportunities - Entrepreneurial opportunities and the “inevitabilities”	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
6	Business Models (1)	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates,	

		simulations, mini-case studies;	
7	Business Models (2)	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
8	Markets for inventions / innovations	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
9	Intellectual property search techniques - Legal issues	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
10	Entrepreneurial success and venture growth (1) – Success perspective – Hidden Champions (The German Business Success Configuration)	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
11	Entrepreneurial success and venture growth (2) – Risk taking and Decision-Making	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
12	Entrepreneurial success and venture growth (3) – Approaches to new-technology venture growth I	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	

13	Entrepreneurial success and venture growth (3) – Approaches to new-technology venture growth II	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
14	Paths of technology entrepreneurship	- lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Runge, W. (2014) “Technology Entrepreneurship - A Treatise on Entrepreneurs and Entrepreneurship for and in Technology Ventures”, Vol. 2, Karlsruher Institut für Technologie (KIT), KIT Scientific Publishing 2. Gerard, G., Bock, A.j., (2009) „Inventing Entrepreneurs: Technology Innovators and their Entrepreneurial Journey”. Upper Saddle River, NJ: Pearson Prentice Hall 3. Gerard, G., Bock, A.J., (2012) „Models of opportunity – how entrepreneurs design firms to achieve the unexpected“, Cambridge University Press 4. Shuen, A. (2008) “Web 2.0: A Strategy Guide”, Sebastopol, CA: O’Reilly Media, Inc. 			

8.2. S(S)		Teaching methods	Advices
1	Introduction – seminar goals, requirements and expectations	- overall seminar presentation; - first student interaction - seminar requirement presentation; - presentation of evaluation system at the seminar; - exercises for the financial objectives of an organization	
2	Entrepreneurial creativity and action (Case study)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
3	Entrepreneurial stories - Technology Entrepreneurship and New-Technology based Firms (Case Study)	- discussing various case studies and specific exercises	

		- student involvement in preparing and discussing case studies and the related exercises;	
4	Building the ideal entrepreneurial team (Working session)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
5	Ideas, ideation and opportunities (Working session)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
6	Platform mediated networks, platform standards – lessons learned (Case study)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
7	Business Model Canvas (Working session)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
8	Industry and markets analysis (Case study)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
9	Patents and Trademarks (Case study)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
10	Entrepreneurial journeys (Case study)	- discussing various case studies and specific exercises	

		- student involvement in preparing and discussing case studies and the related exercises;	
11	Risk taking and Decision-Making (Case study)	- discussing various case studies and specific exercises - student involvement in preparing and discussing case studies and the related exercises;	
12	Project preparation and presentation	- working session	
13	Project preparation and presentation	- working session	
14	Project preparation and presentation	- working session - final conclusions for the seminar - grades communication to each student - grades explanations, if requested	

Bibliography:

1. Elbow, P. (1998) "Writing with Power: Techniques for Mastering the Writing Process", New York: Oxford
2. Runge, W. (2014) "Technology Entrepreneurship - A Treatise on Entrepreneurs and Entrepreneurship for and in Technology Ventures", Vol. 2, Karlsruher Institut für Technologie (KIT), KIT Scientific Publishing
3. Gerard, G., Bock, A.J., (2009) „Inventing Entrepreneurs: Technology Innovators and their Entrepreneurial Journey". Upper Saddle River, NJ: Pearson Prentice Hall
4. Gerard, G., Bock, A.J., (2012) „Models of opportunity – how entrepreneurs design firms to achieve the unexpected“, Cambridge University Press
5. Shuen, A. (2008) "Web 2.0: A Strategy Guide", Sebastopol, CA: O'Reilly Media, Inc.

1. Course contents corroboration with the demands of epistemic community representatives, professional associations and representative employers

The course content is correlated with local and international business requirements acquired by the lecturer during various academic and professional meetings and debates.

2. Assessment

Activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Progressive assessment	Active participation, project, case studies	40.00
10.2. Final assessment	Summative assessment	Exam	60.00

10.3. Grading scale	Whole notes 1-10
10.4. Minimum performance standard	Obtaining minimum 50 points

Competition date,
15.09.2018

Instructors,

Approval of date of department,

Director of department,