

COURSE CATALOGUE

Unit course: BUSINESS MODELS AND BUSINESS PLAN			
Speciality: Business Administration			
Course code: S.03.O.13.11	Number of credits: 6	Semester: III	Length: 180 hours
Type of activities: Course: 30 Seminar: 14 Laboratory: -	Number of hours		Number of students:
	Direct Contact	Indirect Contact / Individual study	
	44	136	
Prerequisites:			
<ul style="list-style-type: none"> • Basic knowledge in Management, Entrepreneurship • Basic concepts and principles of economic theory 			
Course outcomes:			
<ul style="list-style-type: none"> • The objective of the course is to provide a clear understanding on the business model and business plan, the stages of their elaboration and the content of the basic compartments, to explore and implement the business model / business plan in start-ups or organizations already created. • Within this course are presented practical tools necessary for the elaboration and presentation of the business model and the business plan. 			
Contents (descriptive):			
CANVAS business model; Business description and objectives. The SWOT analysis; Market analysis and marketing plan; Operational plan Management and staff; Risk evaluation; Financial plan; Effective presentation of the business model / business plan.			
Teaching and learning methods:			
University lecture; interactive teaching; case studies; application software - Business Model Canvas & SWOT; e-platform group collaboration.			
Assessment methods:			
Elaboration and presentation of the Business plan; final test done on MOODLE platform.			
Conditions for obtaining credits:			
Minimum attendance of 70% for course and seminar activities, performing the tasks at the seminar and developing and presenting the project. Get the minimum mark of 5.			
Course Coordinator: Solcan Angela, Dr. prof.			
Course Holder: -			
Language of instruction: Romanian language			
Other Information:			