

# ENTREPRENEURSHIP AND THE BUSINESS ENVIRONMENT (Master, 1st year MDR)

**Credit value (ECTS) 4**

## **Course category**

Domain (Imposed)

## **Course holder:**

**Ph. D. Prof. Stejărel BREZULEANU**

## **Discipline objectives (course and practical works)**

- ⇒ Learning by students the concepts, approaches, methods and techniques regarding the beginning and implementation of entrepreneurial initiatives in rural areas.
- ⇒ Accumulation of basic knowledge on both the content and the role of what is called entrepreneurship.
- ⇒ Learning methods and techniques to address entrepreneurial initiatives in agriculture.
- ⇒ Development of skills and abilities for the implementation of entrepreneurial ideas.
- ⇒ Developing the interest for promoting entrepreneurial initiatives from the perspective of the agri-food field
- ⇒ Acquiring a progressive behavior regarding the application and implementation of specific concepts.
- ⇒ Developing the capacity for approach and thinking in managerial and entrepreneurial spirit.
- ⇒ Forming an intuitive, pragmatic approach, as well as developing managerial skills and abilities.
- ⇒ Increasing rural incomes by taking into account new activities generating additional profits

### ⇒ **Contents (syllabus)**

<b>Course (chapters/subchapters)</b>
ENTREPRENEURSHIP - BASIC ACTIVITY OF THE ECONOMY
INNOVATIVE ACTIVITIES IN THE AGRI-FOOD FIELD
ENTREPRENEURSHIP MEASUREMENT INDICATORS
BUSINESS PLAN - ENTREPRENEURIAL PERFORMANCE TOOL
WAYS TO LAUNCH IN ENTREPRENEURSHIP

<b>Project/Seminar</b>
INNOVATIVE BUSINESS PLAN IN THE AGRI-FOOD FIELD. CASE STUDY AT S.C .....
BUSINESS AND COMPANY INFORMATION
MARKET DESCRIPTION
MARKETING PLAN
COMPANY MANAGEMENT AND STAFF
PRODUCTION ORGANIZATION
FINANCIAL PLAN
RISKS

### Bibliography

1. AUDRETSCH, THURIK, VERHEUL & WENNEKERS, 2002 – *Understanding Entrepreneurship Across Countries and Over Time*
2. ALECU, I. ȘI COLAB., 1997 – *Ghidul întreprinzătorului particular*. Ediția a 3-a. Editura Tehnică, București.
3. BREZULEANU S, 2009 – *Management în agricultură*. Editura Tehnopress Iași
4. DRUCKER, P. 1993 – *Inovația și sistemul antreprenorial*, Harper and Row Publister, New York
5. GHINEA M., 2011, *Antreprenoriat*, Editura Universul Juridic, București
6. REECE, B., O'GRADY, I. , 1984 – *Business*. Honghton. Mifflim Company, Boston, Dallas, Geneva, Palo Alto.
7. RUSU, C. ȘI COLAB., 1993 – *Managementul afacerilor mici și mijlocii*. Editura Logos, Chișinău.

### Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Oral examination	40%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests; colloquium.	60%

### Contact

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