

## CHART OF DISCIPLINE/ SYLLABUS

### 1. Study Program Data

1.1 High Education Institution	<b>UNIVERSITY OF MEDICINE AND PHARMACY “VICTOR BABEȘ”TIMIȘOARA</b>
1.2 Faculty	<b>FACULTY OF DENTAL MEDICINE</b>
1.3 Department	<b>I</b>
1.4 Study Domain <sup>1)</sup>	<b>DENTAL MEDICINE</b>
1.5 Cycle Studies <sup>2)</sup>	<b>BACHELOR</b>
1.6 Study programme/ Qualification	<b>DENTAL MEDICINE / DENTIST</b>

### 2. Course Data

2.1.Course/Department	<b>DENTAL ENTREPRENEURSHIP</b>							
2.2 Course tutor	Prof.univ.dr. Ramona Amina Popovici							
2.3 Practical activity tutors	Asist.univ.drd. Raluca Mioara Cosoroabă							
2.4. Year of study	<b>V</b>	2.5 Semester	<b>I</b>	2.6 Assessment	<b>C</b>	2.7 Course rank	Content <sup>3)</sup> Mandatory /Compulsory <sup>3)</sup>	<b>DS</b> <b>DO</b>

### 3. Duration/Estimated Time (number of hours/ semester of teaching activity)

3.1 Number of hours/ week	<b>2</b>	3.2 lecture/course	<b>1</b>	3.3 laboratory	<b>1</b>
3.4 Total hours of curriculum	<b>28</b>	3.5 lecture/course	<b>14</b>	3.6 laboratory	<b>14</b>
Time distribution for course activities					hours
Study support- manuals, lectures, references and notes					10
Additional documentation – library, dedicated platforms from domain					5
Documentation for seminars/ practical activity/ projects, themes, portofolios and essays					10
Tutoring					2
Assessment					
Other activities					1
<b>3.7 Total number of hours for individual study</b>			<b>*</b>		
<b>3.8 Total number of hours per semester</b>			<b>28</b>		
<b>3.9 Number of credits<sup>5)</sup></b>			<b>1</b>		

### 4. Preconditions (if applicable and requested)

4.1 Courses- studied curriculum / rules for attending the course	<p><b>Dental entrepreneurship</b> as an optional subject is included in the study plan of the faculty of dental medicine based on the practical importance of the issues related to foundation reasoning and planning the efficient operation of a dental clinic/office.</p> <p><b>Prerequisites:</b>  <i>Knowledge and understanding</i> of the basic notions regarding the licensing and accreditation of dental clinics/offices, the theoretical bases of management and marketing in dentistry.  Peculiarities of clinic/dental office management, supply, dental services qualities, economic records, human resources management, communication principles.  <i>Practical application</i> of the principles of organizing the activity of dental clinics/offices, methods of analyzing the dental market, methods and</p>
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	<p>working procedures in economic analysis, of automated information systems.</p> <p><b>Integrating</b> dental knowledge with granting quality dental services; knowledge in the field of dental management and legislation with the efficient implementation of the functions of dental clinics/offices.</p>	
4.2 Practical activities/seminars/projects studied curriculum, basic skills/ rules for attending the course	Not applicable	

## 5. Condition (if applicable and requested)

5.1 Courses	<ul style="list-style-type: none"> <li>• Course room has laptop and video projector.</li> <li>• All mobile phones will be disconnected during course, no phone calls will be tolerated, nor students leaving the course room to take personal calls;</li> <li>• The audio and / or video recording of the teaching activity is done only with the written consent of the one who leads it and without violating the intellectual property rights;</li> <li>• The multiplication, in any form, of the records of the didactic activity by the students or by other persons is allowed only with the written consent of the respective teacher;</li> <li>• Student's delays in course attendance will not be tolerated, because this is disruptive for the educational process;</li> <li>• Presence for course is mandatory, a maximum of 50% absences will be accepted;</li> <li>• Absences from class are not recovered until within the same week, with another series, if possible;</li> <li>• Students who accumulate absences from courses in an amount of over 50% will be allowed to present the theoretical test in the reexamination session and, respectively, the re-re -examination (in the conditions of non-presentation / non-promotion in the exam session);</li> </ul>	
5.2 Laboratory/practical activity/ project	<ul style="list-style-type: none"> <li>• All mobile phones will be disconnected during course, no phone calls will be tolerated, nor students leaving the course room to take personal calls;</li> <li>• The audio and / or video recording of the teaching activity is done only with the written consent of the one who leads it and without violating the intellectual property rights;</li> <li>• The multiplication, in any form, of the records of the didactic activity by the students or by other persons is allowed only with the written consent of the respective teacher;</li> <li>• Student's delays in course attendance will not be tolerated, because this is disruptive for the educational process;</li> <li>• Presence for course is mandatory, a maximum of 20% absences will be accepted;</li> <li>• Absences accumulated by students in labs / practical work in an amount higher than allowed (20%) can be recovered, for a fee, within 30% of the total number of hours, during the periods established by each discipline, depending on its specificity, preferably outside part-sessions;</li> </ul>	

	<ul style="list-style-type: none"> <li>• The practical exam will take place during the last week of the semester or during the ordinary exam session, containing subjects from the practical labs which will be published;</li> <li>• The date of the final exam is decided by the course teacher in accordance with the students. For objective reasons, some students may take the final exam with other series, if applicable.</li> </ul>
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## 6. Key competencies and basic skills

<b>Professional Competencies</b>	<ul style="list-style-type: none"> <li>- Knowledge and appropriate use of notions regarding entrepreneurship in the dental field;</li> <li>- Explaining the entrepreneurial processes that take place in a clinic/dental office;</li> <li>- Organization of the activity and administration of a clinic/dental office;</li> <li>- Management of stocks of dental products and efficient supply of goods and consumables;</li> <li>- Efficient use of capital in a dental unit;</li> <li>- Efficient use of labor in a dental unit, employment contracts, time attendance, payroll;</li> <li>- Commercial contracts;</li> <li>- Analysis of efficiency indicators (turnover, the result of the exercise and other efficiency indicators);</li> <li>- Measuring the efficiency of a dental business;</li> <li>- The framework contract in the relationship with the Health Center;</li> <li>- Analysis of the collection of receivables from the Health Center - the main factor in ensuring the financial resources necessary to run a dental entity in good conditions;</li> <li>- Identifying the state of bankruptcy in a dental entity;</li> </ul>
<b>Transversal Competencies</b>	<ul style="list-style-type: none"> <li>- Realization of some practical applications that reflect the influence of entrepreneurship in increasing the economic-financial efficiency of a dental entity under the conditions of compliance with the legislation and deontology specific to the dental field,</li> <li>- The ability to work in a multidisciplinary team, to identify the objectives to be achieved using the available resources, using both classic documentation methods (books or work procedures), as well as the use of modern communication resources and assisted professional training (internet, applications specialized software, databases, on-line courses, etc.) both in Romanian and in an international language, estimating the working times necessary to comply with the deadlines, identifying any related risks for the completion of the proposed projects.</li> </ul>

## 7. Disciplines/Course objectives (based on the key competences)

7.1 Disciplines/Course general objectives	<ul style="list-style-type: none"> <li>- Knowledge and application of the principles of entrepreneurship for the formation of the skills necessary to establish a dental entity and for the foundation of a business plan.</li> <li>- Demonstrating a positive and responsible attitude towards the studied scientific field.</li> </ul>
7.2 Disciplines/Course specific objectives	<ul style="list-style-type: none"> <li>- Knowing the basic elements of starting a business: opportunities, developing a business strategy, sources of financing, specific requirements for establishing a dental unit, the business plan;</li> <li>- Professional training in the field of dental entrepreneurship of future professionals in the dental field;</li> <li>- The application in dental practice of the knowledge gained within the discipline through the dental entities where the students carry out their practical activity, thereby realizing the participation in their own professional development;</li> <li>- Concern for future dentists for continuous improvement through their participation in improvement courses, continuing studies in business administration.</li> </ul>

## 8. Content

8.1 Course	Teaching method	Num ber of hours	Notification
1. Entrepreneurship: concept, forms and typologies. The elements of the entrepreneur's profile.	INTERACTIVE LECTURE +DEBATE +EXPOSITION +QUESTIONING	1	Courses are designed as power point presentations , presented on a video projector.  The material is continuously adapted with the latest information in the field of dental entrepreneurship
2. Myths about entrepreneurs. Entrepreneurial models.		1	
3. Business concept in the dental medical field. Business opportunities - identification and analysis.		1	
4. Ways to launch the business. Legal aspects of starting a business in dentistry.		1	
5. Business financing sources. Requirements regarding the location of the company and physical resources.		1	
6. Recruitment of appropriate personnel for a dental medical unit (clinic, individual office, etc.). Creation of the Team. The importance of the Team in a successful business.		1	
7. The revenue and expenditure budget of the dental medical unit. Business strategy development.		1	
8. The business plan of a unit in the dental field.		1	
9. The role of marketing and sales in dental medical entrepreneurship.		1	
10. Customer relations and their importance in starting a business.		1	
11. The importance of leadership and management in a business.		1	
12. Quality monitoring and control in the medical facility, an essential part of the success of a business.		1	
13. The ethical code of the entrepreneur in the dental field. Privacy and personal data protection policy in dental entities.		1	
14. Knowledge check: supporting the project - The business plan of a dental medical unit		1	
<b>Mandatory references:</b> 1. Curs -"Antreprenoriat Stomatologic" prezentare ppt 2. Butler D., Planificarea afacerii: ghidul de start, Editura Bic All, București, 2006 3. Carnegie D., Secretele succesului, titlu original: How to Win Friends and Influence People, Editura Curtea Veche, București, 2013 4. Connors R.J., Warren Buffett. Despre afaceri, Editura Curtea Veche, București, 2011 5.Crețu D., Daniliuc F.S., Manolescu R., Marcu M., Maxim R., Pătrășcanu F., Roman L., Stoian N., Vrînceanu C., Ghid practic pentru antreprenori, Universul Juridic, București, 2012 6.Dimon V., Dumitru A.-M., Stănescu C., Nedelescu M., Competențe antreprenoriale de la teorie la practică, Editura Pro Universitaria, București, 2014 7. Gordon M.E., Antreprenoriatul, Curtea Veche Publishing, București 2012 8. Popovici R. A. – Elemente de Management și aspecte legislative medico-farmaceutice, Ed. Mirton, Timișoara, 2016; 9.Popovici R. A., Levai Mihaela Codrina, Podariu Angela Codruța, Rusu Laura, Faur Alin – Particularități ale comunicării în medicină, Ed. Mirton, Timișoara, 2016; 10.Vlăsceanu M., Economie socială și antreprenorială, O analiză a sectorului non-profit, Editura Polirom, Iași, 2010 11. Nastase C. (coord) – Ghid de formare antreprenorială, Editura Didactică și Pedagogică, București, 2006 12. Abrudan D.B., Boșcai B.G., Popovici R.A., Elemente de leadership în servicii medicale, Editura Victor Babeș Timișoara, 2022 (e-book)			

## Protection of personal data:

1. Regulamentul (UE) 2016/679 al Parlamentului European și al Consiliului din 27 aprilie 2016 privind protecția persoanelor fizice în ceea ce privește prelucrarea datelor cu caracter personal și privind libera circulație a acestor date și de abrogare a Directivei 95/46/CE (Regulamentul general privind protecția datelor)
2. Directiva 2002/58/CE a Parlamentului European și a Consiliului din sectorul comunicațiilor publice (Directiva asupra confidențialității și comunicațiilor electronice)
3. Directiva 2006/24/CE a Parlamentului European și a Consiliului din 15 martie 2006 privind păstrarea datelor generate sau prelucrate în legătură cu furnizarea serviciilor de comunicații electronice accesibile publicului sau de rețele de comunicații publice și de modificare a Directivei 2002/58/CE

## Optional references:

1. Băileșteanu Gh - Semiotică economică: bazele teoretice.- Ed. Mirton-Timișoara 2005
2. Vlădescu C. și colab. Sănătate publică și management sanitar, Editura Cartea Universitară, București, 2004.
3. Rujoiu M., Lambescu D., Dragnea D., Tălmăciu B. – Ghidul antreprenorului, Editura Vidia București 2010, Proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007–2013
4. Sherman R., Cum să convingi pe oricine de orice. Ajută-i să vadă lucrurile ca tine, Editura All, București, 2008
5. Allan D., Kingdon M., Murrin K., Rudkin D.,?What if! 6 pilule de înțelepciune, cum să declanșezi o revoluție la locul tău de muncă, Editura Codecs,București, 2007
6. Parks S., Proiectarea unei noi afaceri săptămână cu săptămână. Cum să lansezi o afacere de succes, Editura Bic All, București, 2006

8.2 Seminars/ Laboratory/practical activity/ projects	Teaching-learning, methods	Num ber of hours	Notification
1. Introduction to entrepreneurship	The laboratory hours will mostly take place in the form of workshops where the focus will be on applying the information presented in the course, so that the master's students can implement in their future field of activity/working environment as much as possible of the knowledge with which they came into contact during class attendance. The laboratories have a strong interactive character, the working concept being to stimulate personal values, to encourage individual initiative in complementarity with team spirit, while offering new process details and additional knowledge. In fact, the laboratories will be focused on the transfer of practical knowledge and the application of theoretical rules.	1	Case studies will be used, the presentation of positive practices, demonstrations, creative problem solving, teamwork, learning by application, role plays, quizzes.
2. Recognizing opportunities and generating ideas		1	
3. Feasibility analysis of the project idea		1	
4. The business plan		1	
5. Analysis of the market for dental medical services and the competition		1	
6. Building an effective business model		1	
7. Analysis of viability, stability and financial strength		1	
8. Building the entrepreneurial team.		1	
9. Identifying potential funding sources and obtaining funding		1	
10. Preparation and assessment of the challenges determined by the progress.		1	
11. Growth strategies of the dental medical organization		1	In order to improve the impact of the transmission of the previously described, modern technical means of
12. Quality monitoring and control in medical facilities, an essential part of the success of a business.		1	
13. The ethical code of the entrepreneur in the dental field. The relationship with the House of Health. Privacy and personal data protection policy in dental entities.		2	

			presentation (laptop, video projector) will also be used.
<b>Mandatory references</b> <ol style="list-style-type: none"> <li>1. Bygrave, W., Zacharakis, A., Entrepreneurship, John Wiley &amp; Sons Inc., N.J., 2008</li> <li>2. Hisrich, R., Peters, M., Shepherd, D., Entrepreneurship, McGraw-Hill Irwin, New York, 2013</li> <li>3. Barringer, B., Ireland, R.D., Entrepreneurship – Successfully launching new ventures, Pearson Education Limited, 2012</li> </ol>			

### 9. Corroboration of the contents of the discipline with the expectations of representatives of epistemic communities, professional associates and representative employers in the field related to the program

- Corroboration of the contents of the discipline with the expectations of community representatives, professional associations and representative employers in the field related to the program.
- In the field of dental medicine, there is an identified need for specialists who possess the knowledge and demonstrate the ability to launch a business. To meet this need, the graduate will know basic aspects of entrepreneurship and will have the ability to draw up a business plan for a dental unit. Following the accumulation of knowledge correlated with the development of entrepreneurial skills, the insertion of the graduate in the dental labor market will be much easier.
- Critical, selective and practical thinking.

### 10. Assessment

Activity	10.1 Assessment criteries	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course	<i>Knowledge for grade 5:</i> Understanding and correct use of dental entrepreneurship concepts applicable to dental units in order to create and support a business plan <i>Knowledge for grade 10</i> Drawing up a business plan of a dental unit. Supporting and presenting conclusions regarding starting a viable business	<i>Continuous assessment:</i> <i>Active participation in the course during the semester</i>  <i>Final Rating:</i> <i>Submitting on paper and supporting the business plan, drawn up at a dental unit (clinic, individual practice, etc.).</i>	50%
10.5 Practical activity/ seminar	<i>Appreciation of participation during the semester to didactic activities of a practical nature (case studies, group discussions, games, etc.)</i>	<i>Presentation of the results practical activities requested during the semester.</i>	50%
10.6 Minimum performance standard-basic knowledge			
<ul style="list-style-type: none"> <li>• Understanding and correct use of dental entrepreneurship concepts applicable to dental units.</li> </ul>			

- Effective use of knowledge acquired during courses and labs to create a business plan for the purpose of establishing a dental facility. Completing all school tasks during the semester (appropriate attendance at class and laboratory). The presentation at the colloquium is conditioned by the participation in the courses and practical works (50% in the course and 80% in the practical works).
- The colloquium will take place at the end of the semester, the creation of a business plan and its support representing a condition for promotion.

Date	Signature of the course holder Prof. univ. dr. Ramona Amina Popovici	Signature of the laboratory/seminar holder Asist.univ.drd. Mioara Raluca Cosoroabă
Signature of the master's program coordinator Prof. univ.dr. Ramona Amina Popovici	Signature of the Head of Department Prof.univ.dr. Jumanca Daniela-Elisabeta	
Date of approval in the Department		

Notes:

- 1) Field of study - choose one of the options: Bachelor's/ Master's/ Doctorate (to be completed according to the Nomenclature of fields and specializations/ university study programs in force);
- 2) Study cycle - choose one of the options: Bachelor's/ Master's/ Doctorate;
- 3) Discipline regime (content) - choose one of the options: DF (fundamental discipline)/ DD (discipline from the field)/ DS (specialized discipline)/ DC (complementary discipline) - for the undergraduate level; DAP (deepening discipline)/ DSI (synthesis discipline)/ DCA (advanced knowledge discipline) - for the master's level;
- 4) Discipline regime (compulsory) - choose one of the variants: DI (compulsory discipline)/ DO (optional discipline)/ DFac (facultative discipline);
- 5) One credit is equivalent to 25-30 study hours (teaching activities and individual study).
- 6) For the specializations and/or subjects whose subject is found in the residency bibliography, this becomes mandatory.