

ENTREPRENEURSHIP IN BUSINESS ADMINISTRATION AND ENGINEERING EDUCATION – “NXT SOFT” CASE STUDY

E.S. Codarnai, T.I. Codarnai,
C. Chivulescu, A.S. Lica

Master Program of Business Administration and Engineering at University POLITEHNICA Bucharest

- University POLITEHNICA of Buchast - the oldest and the largest engineering school in Romania
- Faculty of Engineering in Foreign Languages, where instruction is given in three international languages, namely: English, French and German
- Master Program of Business Administration and Engineering, started in 1996 as postgraduate studies
- Technology Entrepreneurship discipline, started by Prof. Mark Harris from Intel.

Target

- What MBAE aims through its guided courses is to create a structured and at the same time, vibrant environment for students to become the influent, high-impact entrepreneurs, capable of turning their IT based business ideas into actual start-up ventures.

NXT Soft company

- Founded in 2015, by 3 students from FILS.
- With all the knowledge, concepts and skills gained within the undergraduate and master studies, the 3 students managed to grow the company on several plans:
 - financially, offering the associates the possibility to invest more in resources, both physical (devices and gadgets) and human resources
 - in the number of employees, which increased from one year to another
 - in the number of clients, by recommendation, from one client to another and by growing trust
 - subsequently, in demand, so more work to be involved constantly, during this period of time.

Development

- The company started with an equal initial investment from the 3 associates altogether, having equal shares of the company.
- The company started to grow gradually, having three new employees after only one year and a half, who continuously bring value to the company main goals and clients.
- The broad IT domain of activity enabled the company to create a large vision upon its potential and the services offered, in order to satisfy various clients needs, that may be totally different from one project to another [1]

Activity

- The company sells IT services, including software applications, web hosting domains, VPS-s, cloud, both in Romania and abroad.
- Obviously, foreign clients represent a potential powerful customer to the young company, as the market is larger and the prices offered to that market are very attractive.

Activity

- Among the services within this umbrella of activities, worth mentioning are the following [2]:
 - Programming, alteration, testing and assistance of software products;
 - Design (structure and content projection) and programming necessary for developing and implementing software systems
 - Software applications
 - Databases
 - Web pages
 - Software adaptation according to client specifications.

Motivation [3]

- ***Autonomy.*** Having one's own business instead of being employed may give to some people the pleasing thought of independency, of not depending on others for information, of being capable of doing the work in his very own way.
- ***Income or wealth.*** There are more financial opportunities when owning a company, but is very hard for a young business to stand out amongst the huge companies and brands that already have a great reputation, and be able to make a name for itself.

Motivation

- ***Seek for the Challenge.*** Starting a company may offer a constant source of challenges, filled with obstacles and lessons to learn.
- ***The pursuit of an own idea.*** People who orbit around a clear idea they enjoy very much, have higher chances of trying, and ultimately succeeding, to start a business in that field of interest and even make it profitable.

Motivation

- ***Better used skills.*** People want to start a company of their own, in order to put in practice what they are best at, in their own way
- ***No other alternatives.*** Not a good motivation and not a guarantee of success. The **Necessity driven entrepreneurship** holds a good part of the Romanian entrepreneurship landscape, in opposition to the beneficial **Opportunity driven entrepreneurship.**

Commitment [3]

In order for one to make sure that the business is on the right path to profit, some very important commitments must be done from scratch, which are most of time equivalent to sacrifices:

- **Financial:**

- first of all, the financial commitment refers to the initial investment, when the owner or the owners (in case there are more associates, like in the case of NXT Soft) have to bring money from their own pocket, in order to set up the company, establish all the documents, registrations and formalities, then acquire the space, equipment, furniture, software and hardware, necessary for the running of the business activities;
- secondly, there may also be some other capital calls, for a period of time, 6 to 12 months, in order to ensure the cash flow of the company;

Commitment

- **Time:**
 - when working for your own company, the working hours are far more than at a regular job, around 55 to 80 hours per week, until the business is put on the right path;
- **Responsibility to others:**
 - a very sensitive subject is when getting the first employee, who expects to be paid; sometimes, it may be the case that, again, money from own pocket must be brought in for the employees to get correctly paid, until the company has enough liquidities to afford paying taxes for an actual salary;
 - employees also need to have the sense of a security of the job, to grow some longevity, such that there is a win-win situation: the employee has a stable job, and also, the business owner knows for sure his employee will not leave unexpectedly.

NXT Soft

The screenshot shows the NextHost website homepage. At the top, there is a navigation bar with the NextHost logo, menu items for Hosting, VPS Servers, Dedicated servers, Domains, and Security, and a 24/7 Tech Support section with a 'Sign In' button and an 'Open a ticket' link. The main content area features a large image of a woman wearing a VR headset and gesturing with her hands. Overlaid on the left side of this image is promotional text: 'Only €4.99/mo*', 'Ready to go live? We've got amazing hosting!', 'Secure, reliable, scalable and extremely fast web hosting!', and '*Taxes may apply.' Below this text is a yellow 'Learn more' button. In the bottom right corner of the image area, there is a purple button that says 'Send us a message'.

nxthost.com/?fbclid=IwAR2yO9ViNBWOK0RHUWAC99Krkj0tyeuGVwhQ50xTbjxfN1a_ruuyrjjMidAI

EN

General: (+4)0770.765.318 Mon - Fri from 10 to 18 GMT+2 | [Service status](#) | [Mirrors site](#)

nxtHost Hosting VPS Servers Dedicated servers Domains Security

24/7 Tech Support [Open a ticket](#) [Sign In](#)

Only **€4.99/mo***

**Ready to go live?
We've got amazing
hosting!**

Secure, reliable, scalable and extremely fast web hosting!

*Taxes may apply.

[Learn more](#)

[Send us a message](#)

References

- [1] A.S. Lica, C. Chivulescu, “Case study on a start-up cloud service provider company: Sales and advertising strategy”, Master Dissertation, University Politehnica of Bucharest, Faculty of Engineering in Foreign Languages, p. 42, June 2017.
- [2] V.E.S. Dinu, T.I. Codarnai, “Case study on a Web Hosting Startup Company: Capital Budgeting Analysis”, Master Dissertation, University Politehnica of Bucharest, Faculty of Engineering in Foreign Languages, p. 36, June 2017.
- [3] V.E.S. Codarnai, T.I. Codarnai, C. Chivulescu, A.S. Lica, I.B. Pavaloiu, A.M. Neagu, C. Mustata, L.M. Mateescu, (2018), Entrepreneurship in Business Administration and Engineering Education – “NXT Soft” Case Study, 11th International Conference of Education, Research and Innovation, ICERI2018 Proceedings, ISBN: 978-84-09-05948-5, pp. 3331-3336, WOS:000562759303062