

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MANAGEMENT AND ADMINISTRATION

Adopted by the FC (record №12/29.04.2024)

Adopted by the DC (record №10/16.04.2024)

ACCEPTED BY:

Dean:

(Assos. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: ENTREPRENEURSHIP

DEGREE PROGRAMME: All programmes taught in English; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5

TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">LECTURESSEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

1.
(Assos. Prof. Julian Narlev, PhD)
2.
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3.
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I. ANNOTATION

The course focuses on how to identify and develop entrepreneurial opportunities and conduct an entrepreneurial business. It will provide students with an understanding of entrepreneurship, entrepreneurial mind-set and skills, as well as stages of the entrepreneurial lifecycle. It addresses the entrepreneurial creativity thinking and innovation as a crucial part of the successful start-up itself.

The course is aimed at developing profound knowledge and skills needed to implement the contemporary business concepts such as the lean start-up approach and design-thinking tools and methods in order to identify and evaluate entrepreneurial opportunities for new businesses and suggest entrepreneurial strategies. Students will get to know and analyze various examples and practical situations (case-studies) of entrepreneurial success and failure. In this way, the following key competences are applied and developed: entrepreneurship, citizenship, cultural awareness and expression.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
TOPIC 1. ENTREPRENEURS AND ENTREPRENEURSHIP		4	4	
1.1.	Main concepts and terms			
1.2.	Importance of entrepreneurship and recent developments			
TOPIC 2. ENTREPRENEURIAL THINKING		4	4	
2.1.	Entrepreneurial mind-set			
2.2.	Entrepreneurial skills and behaviour			
TOPIC 3. STAGES OF THE ENTREPRENEURIAL LIFECYCLE		4	4	
3.1.	Business opportunities			
3.2.	Ideation and testing			
3.3.	Business model generation and resource acquisition			
TOPIC 4. INNOVATIONS AND ENTREPRENEURIAL OPPORTUNITIES		4	4	
4.1.	Methods and tools for innovation			
4.2.	Disruptive innovations and technologies			
TOPIC 5. ENTREPRENEURIAL BUSINESS PLAN AND BUSINESS MODEL		4	4	
5.1.	From creating a business model to developing a business plan			
5.2.	Main principles and parts of entrepreneurial business plan			
TOPIC 6. SUSTAINABLE ENTREPRENEURSHIP		4	4	
6.1.	Main terms and models of sustainable entrepreneurship			
6.2.	Dynamic entrepreneurial strategies			
TOPIC 7. SOCIAL ENTREPRENEURSHIP		4	4	
7.1.	Evolution and prerequisites of social entrepreneurship			
7.2.	Social innovations and social enterprises –concepts and models			

TOPIC 8. ENTREPRENEURIAL STORIES OF SUCCESS AND FAILURES		2	2	
8.1.	Assessment framework and limitations			
8.2.	Entrepreneurial challenges. Key lessons learned			
	Total:	30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Case-study analysis	1	30
1.2.	Test	1	30
1.3.	Critical analysis and presentation	1	30
	Total midterm control:	3	90
2.	Final term control		
2.1.	Examination (test)	1	30
	Total final term control:	1	30
	Total for all types of control:	4	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Cooper, Br., Vlaskovits, P. *The Lean Entrepreneur: How visionaries create products, innovate with new ventures and disrupt markets*. John Wiley & Sons, 2013
2. Lorenzo, O., et al. *Entrepreneurship, Innovation and Technology*. A Guide to Core models and Tools. Routledge, Taylor and Francis Group, London, 2018
3. Ries, E. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, New York, Crown Business, 2011

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bolton, B., Thompson, J. *Entrepreneurs. Talent, temperament and opportunity*. Routledge, Taylor and Francis Group, London, 2013
2. Burns, P. *Entrepreneurship and Small Business*. Start-up, Growth and Maturity. New York: Palgrave Macmillan, 2016
3. Chesbrough, H. *Open Innovation: The New Imperative for Creating and Profiting From Technology*. Cambridge, Harvard Business School Press, 2006
4. Dollinger, M.J. *Entrepreneurship: Strategies and Resources*. Lombard: Marsh Publications, 2008
5. *Entrepreneurship for Managers. Strategic Decision-making for Business Growth*. Routledge, 2015

6. Ferguson, W. J. *The Wisdom of Titans: Secrets of Success from Entrepreneurs who rose to the Top*. Brookline: Bibliomotion, 2013
7. Hague, P. *The Business Model Handbook*. Templates, theory and case studies. Kogan Page Limited, 2019
8. Kuratko, D., R. Hodgetts. *Entrepreneurship: A Contemporary Approach*. New York: The Dryden Press, 2007
9. Minniti, M. et al. *The Dynamics of Entrepreneurship: Evidence from the Global Entrepreneurship Monitor Data*, Oxford: Oxford Univ. Press, 2013
10. Osterwalder, A., Pigneur, Iv. *Business Model Genetarion*. John Wiley & Sons, 2010
11. Tucker, R. *Driving Growth through Innovation*. Berrett-Koehler Publishers, 2008