

ENTREPRENEURSHIP

Course code	<i>MNG110</i>
Compulsory in the programmes	<i>Business Management and Analytics, Industrial Technology Management</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 104 individual work hours)</i>
Course coordinator (title and name)	<i>Dr. Eigirdas Žemaitis</i>
Prerequisites	-
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

The Entrepreneurship module aims at encouraging, stimulating, and cultivating individual competencies required for innovative entrepreneurship activities and effective engagement in business creation.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. The students are able to understand the theory and practice of entrepreneurship, intrapreneurship, social entrepreneurship	BLO 1.1	Case analysis, exam	Lectures material, videos
CLO2. The students are able understand and develop an entrepreneurial mindset	BLO 1.2	Written, oral reflections	Case analysis, video material, lectures
CLO3. The students are able to apply a repeatable process develop innovative business ideas	BLO 1.2	Group presentation, real audio, video, writing project	Lectures, group project, discussion, case analysis
CLO4. The students are able present a business model and startup venture opportunities for business investors.	BLO 4.2, 4.3	Group project presentation	Lectures, discussion, case analysis
CLO5. The students are able to implement quick prototyping activities to present innovative solutions	BLO 1.2	Group presentation, real group project implementation	Lectures, discussion, case analysis

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Entrepreneurship definition business model review. Topics include entrepreneurship as a socio-economic phenomenon. Global challenges and opportunities. Elements of entrepreneurship, and entrepreneurial characteristics.	6	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall</i> , Pearson Education 2016. Chapter 1 activities. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 1
Entrepreneurship types. Social entrepreneurship. Intrapreneurship. Venture philanthropy.	4	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall</i> , Pearson Education 2016. Chapter 2 activities. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 4
Understanding of innovation concepts. Innovation types. Innovation sources. Innovation search space.	4	Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 5
Trend driven innovation. New business sources. Technological and social trends. Search of new opportunities for business.	4	Internet sources: https://www.weforum.org www.gartner.com www.trendwatching.com www.trendhunter.com
Business creation. Examine the use of design thinking in entrepreneurial settings. Topics include the design thinking cycle, idea generation process.	6	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall</i> , Pearson Education 2016. Chapter 3 activities. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 6
Creative thinking. Creativity tools.	4	Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 5
Analyse customer segments and value propositions Prototyping of ideas Key areas of emphasis include customer discovery, entrepreneurial hypothesis development and testing.	4	Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 7
Start-up resources. Bootstrapping. Business modelling	4	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and</i>

		<p><i>Jeffrey R. Cornwall, Pearson Education 2016. Chapter 8 activities.</i></p> <p>Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 8, 12</p>
<p>Use of informational channels for customer relationships. Main information delivery and communication channels. Use of digital communication tools, customer relationship strategies</p>	4	<p>Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2016. Chapter 9</i></p> <p>Entrepreneurship: the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles: SAGE, 2018. Chapter 16</p>
<p>Potential key partnerships. Business networking. Virtual networks. Key areas of emphasis include definition of types of key partnerships crucial to the entrepreneurial venture.</p>	4	<p>Entrepreneurship: the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles: SAGE, 2018. Chapter 14</p>
<p>Innovation financing. Resourcing new opportunities. Financing start-ups.</p>	4	<p>Entrepreneurship: the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles: SAGE, 2018. Chapter 13</p> <p>Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2016. Chapter 13</i></p>
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Project Components 60 %</i>	60%
<i>Individual Components 40 %</i>	
Exam case analysis. Critical thinking task.	20%
Exam case analysis. Innovative process application task.	20%
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

(Provide short descriptions and grading criteria of each assignment)

Final exam

For the final exam students analyse two cases. Exam is in open book format. Students should demonstrate individual analytical skills and also use various sources to prove their concept. Also students should be able to apply idea development process to solve specific company problems. Note: in those tasks individual critical skills are evaluated, not general overview of internet sources.

Group project

Students prepare the group project "Entrepreneurship communication project" which is focused on Entrepreneurship ideas communication. Authors prepare audio/video/written blog/ streaming project on selected social media platform and prototype, where they discuss entrepreneurship topics. Group project has 3 main milestones:

1. Students prepare market analysis and identify opportunities for their group projects and defines. Students use innovative research tools and provide systematic overview of the market. Systematic overview of market situation and innovative research approaches are most important. Students prepare a written report (30 % of group project)
2. Students define main concept of their idea and implementation means. Describe main attributes of their prototype, selection of media platform (for example Medium.com, Spotify, etc.). Discussion with teacher. (20 % of group project)
3. Students need to build digital communication product (audio, video, written blog) which has at least 10 topics. During the course students regularly create a digital content and promote their project online. Students present achieved results of the project (50 % of group project). Final project implementation will be evaluated by peers. Evaluation criteria: innovativeness, implementation quality, dissemination of project results.

RETAKE POLICY

The final grade (the total) for the course is calculated as a weighted average of (not rounded) 5 grades: a grade for the workshop assignments, a grade for the presentation of a project plan, a grade for the opposition, a grade for the project planning report, and a grade for the written examination. If any of these grades is negative (i.e., less than 5) it is replaced by when calculating the final grade (the weighted average). In case of a negative final grade, a student is allowed only to re-take the written examination. The re-take accounts for 40% of the final grade.

REQUIRED READINGS

1. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018.
2. Essentials of Entrepreneurship and Small Business Management, 8th edition, *Norman M. Scarborough and Jeffrey R. Cornwall*, Pearson Education 2016.

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

*International Business and Communication,
Business Management and Marketing, Finance,
Industrial Technology Management*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

*Economics and Data Analytics,
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper