

ENGLISH – SYLLABUS (GENERAL)

SUBJECT:

STRATEGIC ENTREPRENEURSHIP

Studies: Management

II cycle studies
Excellence in Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	3	24	16	5

Course description:

Strategic Entrepreneurship is a dynamic field that combines the innovative and risk-taking spirit of entrepreneurship with strategic thinking and planning. The study program provides a comprehensive understanding of how entrepreneurial thinking can be harnessed strategically to create and grow successful ventures. This program delves into the entrepreneurial process, focusing on recognizing opportunities, transforming ideas into viable business ventures, and sustaining their growth. It emphasizes the identification and exploitation of market opportunities through innovative approaches, disruptive thinking, and the application of strategic frameworks. Students learn to integrate entrepreneurship with strategic management, understanding how to align entrepreneurial activities with the broader strategic objectives of a business. They explore the development and execution of business plans, focusing on the creation of sustainable competitive advantages. The curriculum covers key components such as innovation management, venture capital, startup financing, and the use of technology in entrepreneurial ventures. It also addresses the challenges faced by entrepreneurs, including risk assessment, failure tolerance, and methods for managing uncertainty. Furthermore, the subject emphasizes networking and resource mobilization, recognizing the significance of building relationships, accessing funding, and leveraging resources to facilitate entrepreneurial success. The program incorporates real-world case studies, project work, and interactions with industry experts and successful entrepreneurs, providing students with practical insights and hands-on experience in entrepreneurial ventures. Upon completion, students are equipped with the knowledge, skills, and mindset required to identify, launch, and manage successful ventures, making them well-prepared for the dynamic landscape of entrepreneurship.

The course is filled in with many case studies and practical examples of entrepreneurial attitudes and concepts, so it should be interesting for all those students who are eager to deal with strategic entrepreneurship issues also after the course.

COURSE LEARNING OBJECTIVES:

- Innovation and Creativity: To foster an environment that encourages entrepreneurial thinking, innovation, and creativity in solving business challenges.
- Strategic Vision: To equip students with the skills to develop a strategic vision, integrating entrepreneurial mindset with strategic planning and execution.
- Business Model Development: To teach the methodologies and approaches for developing and optimizing business models that promote growth and sustainability.
- Risk Assessment and Management: To educate students on assessing and managing risks inherent in entrepreneurial endeavours, including strategies for mitigating potential pitfalls.
- Networking and Resource Mobilization: To instil the ability to create and leverage networks, accessing resources crucial for entrepreneurial success, such as funding, mentorship, and strategic partnerships.

Teaching the functions and role of strategic entrepreneurship and its tools for contemporary market entities, developing skills in entrepreneurial problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on strategic entrepreneur activities. Training of social competences related to collective problem solving and preparing and introducing all stages of marketing management process in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and classes (multimedia, case study, individual and team workshops – projects of marketing research on chosen topic)

Course overview:

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Main topics:

1. "Entrepreneurial Mindset and Opportunity Recognition" - Understanding the characteristics and mindset of successful entrepreneurs in recognizing opportunities.
2. "Innovation and Creativity in Entrepreneurship" - Exploring the role of innovation in entrepreneurial ventures and strategies for fostering creativity.
3. "Business Model Development and Validation" - Developing, validating, and iterating business models for new ventures.
4. "Strategic Planning and Execution in Entrepreneurship" - Integrating strategic planning with entrepreneurial activities for business growth.
5. "Risk Assessment and Management in Entrepreneurship" - Evaluating risks associated with entrepreneurial endeavours and strategies for risk management.
6. "Venture Capital and Startup Financing" - Understanding different funding options and financial strategies for startups.
7. "Technology and Entrepreneurship" - Leveraging technology for business innovation and growth in entrepreneurial ventures.
8. "Networking and Resource Mobilization for Entrepreneurs" - Building networks, accessing resources, and forming strategic partnerships for entrepreneurial success.

Both lectures and classes cover all above.

Literature

Main texts:

1. Donald F. Kuratko and Jeffrey S. Hornsby, "Strategic Entrepreneurship: An Integrated Approach", Routledge, 2023
2. Gary D. Libecap and Marie Thursby, "Strategic Entrepreneurship and Competitive Advantage", Cambridge University Press, 2022
3. Robert A. Baron, Michael D. Ensley, and Jeffrey S. Hornsby, "Strategic Entrepreneurship: Concepts and Cases", Palgrave Macmillan, 2020

Additional required reading material:

1. Jean-Pierre Jeannet and H. David Hennessey, "Global Marketing Strategies", Cengage Learning, 2021
2. Svend Hollensen, "Global Marketing: A Decision-Oriented Approach", Pearson, 2022
3. Warren J. Keegan and Mark C. Green, "Global Marketing", Pearson, 2022 Philip R. Cateora and John Graham, "International Marketing", McGraw-Hill Education, 2023
4. S. Tamer Cavusgil, Gary Knight, and John Riesenberger, "International Business: The New Realities", Pearson, 2021

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – homework, teamwork, case studies, discussions

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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