

ENTREPRENEURSHIP

Course code	<i>MNG110</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6 ECTS (48 in-class hours + 6 consultation hours + 2 exam hours, 106 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. The course is designed to provide practical approach towards entrepreneurial journey, using different processes.

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
The foundations of entrepreneurship/ Entrepreneurship definition Topics include entrepreneurship as a socio-economic phenomenon. Global challenges and opportunities. Elements of entrepreneurship, and entrepreneurial characteristics. Entrepreneurship types. Social entrepreneurship. Intrapreneurship. Venture philanthropy.	6	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2016.</i> Chapter 1 activities. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 1
Inside entrepreneurial mind: From ideas to reality. Creating and finding opportunities. Technological and social trends. Search of new opportunities for business	4	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2016.</i> Chapter 1 activities. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 4
Enterpreneurial process. Examine the use of design thinking in entrepreneurial settings. Topics include the design thinking cycle, idea generation process. Disciplined entrepreneurship model.	6	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2016.</i> Chapter 2 activities. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 5
Creating and Finding opportunities. Defining initial market for business idea	6	Aulet, B. (2024). <i>Disciplined entrepreneurship: 24 steps to a successful startup, expanded & updated.</i> John Wiley & Sons
Defining value proposition and competitive advantage	4	Aulet, B. (2024). <i>Disciplined entrepreneurship: 24 steps to a successful startup, expanded & updated.</i> John Wiley & Sons
Designing business and revenue model. Developing Business Model Canvas	4	Essentials of Entrepreneurship and Small Business Management, 8th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2016.</i> Chapter 4 activities. Aulet, B. (2024). <i>Disciplined entrepreneurship: 24 steps to a successful startup, expanded & updated.</i> John Wiley & Sons
Testing and experimenting in markets 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

Designing and building final solution Use AI tools to develop prototypes	8	Aulet, B. (2024). <i>Disciplined entrepreneurship: 24 steps to a successful startup, expanded & updated</i> . John Wiley & Sons
Pitching your idea. Main principles of the presentations	2	Entrepreneurship: the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles: SAGE, 2018. Chapter 16
Pitching your idea	4	
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 40 %</i>	
Final group project product and pitch	30%
Activities in class	10%
<i>Individual Components 60 %</i>	
Final Exam	40%
Individual reflection and task report	20%
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

(Provide short descriptions and grading criteria of each assignment)

Group project

Detailed group project description will be provided in elearning. Group project will be assigned at the beginning of the semester and students will work all semester. Interim reviews will be included.

Plagiarism. Plagiarism is considered a breach of academic integrity. In case of plagiarism incident a student/group will result in an automatic failure in this course.

Final Exam is based on all course theoretical material and consists of multiple choice questions and/or open questions.

RETAKE POLICY

The retake exam will replace individual component and assess knowledge of the entire course's content and be worth 60% of students' final grade. Groupwork can't be retaken.



REQUIRED READINGS

1. Aulet, B. (2024). *Disciplined entrepreneurship: 24 steps to a successful startup, expanded & updated*. John Wiley & Sons
2. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018.
3. Essentials of Entrepreneurship and Small Business Management, 8th edition, *Norman M. Scarborough and Jeffrey R. Cornwall*, Pearson Education 2016.

ANNEX

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