

CONTINUOUS BUSINESS DEVELOPMENT PROJECT

Course code	<i>MGN 261</i>
Compulsory in the programmes	<i>Entrepreneurship and innovation</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>3 ECTS</i>
Course coordinator (title and name)	<i>Dr. Dominyka Venciūtė, Lect. Tomas Šiurna</i>
Prerequisites	<i>none</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

The primary objective of this course is to emphasize the development of a prototype or minimum viable product that caters to the prevailing market demand and customer needs. Practical application of theories, models, and tools, coupled with valuable feedback from mentors, forms the core of the curriculum, enabling students to create viable business solutions or demo projects. The course revolves around active mentorship and dedicated workshop sessions, specifically designed to assist students in overcoming key obstacles encountered during the idea development process.

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

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. The students are empowered to design a core business concept aimed at addressing prevalent customer problems effectively.	BLO1.1	Written and oral reflections & explanations	Lectures, guest speaker, videos, online information sources
CLO2. The students showcase their proficiency in presenting the concept to mentors and investors, effectively articulating the key challenges and requirements for further development.	BLO 4.1 BLO4.2	In-class presentations	Lectures, mentorship
CLO3. The students have the capability to evaluate the primary risks associated with specific business ideas and adapt existing projects in response to market needs.	BLO1.2	Reflection report	Lectures, mentorship, workshops
CLO4. Students acquire the competence to develop a Minimum Viable Prototype (MVP) and gather essential feedback from potential stakeholders.	BLO1.2 BLO4.3	Demo project	Workshops, mentorship

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 regards 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

No.	Topic	In-class hours	Readings
WEEK 1 2023 09 07	<i>Introduction to the course</i> Progress presentations of the teams Overview of the course objectives, structure, and expectations Discussion on the importance of catering to market demand and customer needs Introduction to mentors and their role in the course	2	Recommended article: <u>The Questions Every Entrepreneur Must Answer</u>
WEEK 2 2023 09 14	<i>Identifying market opportunities</i> Identification of pain points and needs Identifying target customer segments Techniques for generating innovative ideas	2	Recommend YouTube videos: <u>Bumble's Whitney Wolfe Herd: The Story of Bumble</u> <u>Canva: She founded a unicorn by 30</u>
WEEK 3 2023 09 21	<i>Ideation and concept development</i> Business Model Canvas and Value Proposition Design Conceptualizing and refining ideas Building a value proposition for the project	2	Recommended movie: <u>Fyre: The Greatest Party That Never Happened</u>
WEEK 4 2023 09 28	<i>Project presentation (part I) – current ideas</i> Feedback and discussion regarding challenges	2	
WEEK 5 2023 10 05	<i>Feedback and reflections based on mentorship sessions</i>	2	Recommended movie: <u>A Beautiful mind</u>
WEEK 6 2023 10 12	<i>Market validation strategies</i> Techniques for market validation and testing assumptions Conducting customer surveys and interviews for feedback	2	Recommended article: <u>On the Measurement of Ideation Quality</u>
WEEK 7 2023 10 31	<i>Discussion on feedback received</i>	2	
WEEK 8 2023 11 09	<i>The role of founders' personal brand in developing business ideas</i> Leveraging personal brand to establish credibility and trust with potential customers and partners	2	Recommended series: <u>Inventing Anna</u>

	Utilizing personal brand to differentiate oneself in a competitive market and stand out from competitors		
WEEK 9 2023 11 16	Presentation and pitching skills Crafting an effective presentation for the prototype Practicing the pitch presentation with peers and mentors	2	Recommended TED talk: <i>Your body language may shape who you are</i>
WEEK 10 2023 11 23	Feedback and reflections based on mentorship sessions	2	
WEEK 11 2023 11 30	Project presentation (part II) – practice	2	
WEEK 12 2023 12 07	Project presentation (part III) – final business project presentations to the investors and other stakeholders	2	
	Total:	24	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 60%</i>	
Project presentation (part I)	10
Project presentation (part II)	10
Project presentation (part III)	40
<i>Individual Components 40%</i>	
<i>Personal progress evaluation</i>	30
<i>Course attendance</i>	10
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Project presentation

The students will be required to prepare project presentations and present them to potential investors and other experts in the market. More details on the assignment will be provided during the course.

Personal progress evaluation

The students will be required to assess their personal progress individually. More details on the assignment will be provided during the course.

Course attendance



The students are required to attend all classes. The attendance will be evaluated through occasional reflection reports. More details on the course attendance will be provided during the course.

RETAKE POLICY

If the final (cumulative) mark of the course is insufficient, students will be allowed to exercise their right of retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. It will be held during the retake exam session and will replace 60% of the project presentation. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given. The lecturer reserves the right to choose the form of the exam.

ADDITIONAL REMARKS

N/A

REQUIRED READINGS

N/A

ADDITIONAL RECOMMENDED READINGS

Entrepreneurship / Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd. -- eleventh ed. -- New York : McGraw-Hill Education, 2020. -- xxiii, 581 p.

Dalio, R. (2018). *Principles*. Simon and Schuster.

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