

CONTINUOUS BUSINESS DEVELOPMENT PROJECT (IV)

Course code	<i>MGN 262</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:

In this course, the primary emphasis is on the development of a prototype or fundamental product that aligns with the preferences and demands of customers in the market. Practical exposure to real-world tools is provided to assist students in crafting viable business solutions or creating demonstration projects. The core components of the curriculum encompass immersive, hands-on workshops, designed to empower students in overcoming challenges encountered during the process of refining and shaping their innovative ideas.

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 speakers, 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, workshops
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 reports	Lectures, workshops
CLO4. Students acquire the competence to develop a Minimum Viable Prototype (MVP) and gather essential feedback from potential stakeholders.	BLO1.2 BLO4.3	In-class presentations	Lectures, workshops

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
WEEK 1	<i>Tools and goal setting for your business going forward</i>	4
WEEK 2	<i>Go-to-market strategy</i> + Guest presentation	4
WEEK 3	<i>Practical Design and Articulating Design Decisions: UIX workshop</i>	4
WEEK 4	<i>Interim presentations + feedback</i>	4
WEEK 5	<i>Financial Planning and Budgeting</i> + Guest presentation	4
WEEK 6	<i>Final presentations + feedback</i>	4

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components (70%)</i>	
Team assignment	15
Team's progress (MVP and actual implementation)	15
Project presentation (interim)	15
Project presentation (final)	25
Peer evaluation	10
<i>Individual Components (20%)</i>	
Personal progress evaluation (2 x 10%)	20
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Team assignments

Team-specific assignments will be aligned with topics discussed in classes. Assignments will focus on the practical deliverables from the team, focusing on the longer-term progress.

Team's progress

Having its practical nature in mind, the grade will be assigned for the team's progress in making the business happen, comparing stage of the ideas in the first and last class.

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.

Peer evaluation

Other students will be asked evaluate team's presentation and progress during the semester. The grade will be an average of weighted peer evaluations combined.

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.

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 80% of the grade (group components). 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

Greever, T. (2015). *Articulating design decisions: Communicate with stakeholders, keep your sanity, and deliver the best user experience*. O'Reilly Media, Inc.

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.

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