

# ENTREPRENEURSHIP AND TECH-BASED BUSINESS DEVELOPMENT

<b>Course code</b>	<i>MNG264</i>
<b>Compulsory in the programmes</b>	<i>Entrepreneurship and Innovation</i>
<b>Level of studies</b>	<i>Undergraduate</i>
<b>Semester</b>	<i>Autumn</i>
<b>Number of credits</b>	<i>6 ECTS; 24 hours of lectures, 24 hours of seminars, 112hours of individual work.</i>
<b>Coordinating lecturer</b>	<i>Dr. Bahman Peyravi</i>
<b>Course prerequisites</b>	<i>None</i>
<b>Language of instruction</b>	<i>English</i>

## Course description

The course introduces key concept related to the topic of entrepreneurship starting with the goals and context of entrepreneurship and how it fits with innovation all the way to creating new ventures, exploiting knowledge and intellectual property and thus generating and capturing new value. The material is explicitly linked to the place of technologies and societal challenges for entrepreneurship. The course is based on numerous practical real-life cases, examples and managerial tools.

## Learning outcomes

<b>Course learning outcomes (CLO)</b>	<b>Degree level learning objectives (Number of LO)</b>	<b>Study methods</b>	<b>Assessment methods</b>
<b>CLO1</b> To be able to recognise and to describe different entrepreneurial paths	LO4LO7	Individual study Case discussions Reading and discussions	Final exam, group and individual tasks
<b>CLO2</b> To be able to recognise the main parts of an entrepreneurial process	LO6 LO7 LO13	Individual study Reading and discussions	Final exam, group and individual tasks
<b>CLO3</b> To be able to recognise the main sources of ideas for development	LO1LO9	Individual study Reading and discussions	Final exam, group and individual tasks
<b>CLO4</b> To be able to see the big innovation picture from a technological and corporate perspective.	LO1 LO2 LO16	Individual study Discussions	Final exam, group and individual tasks
<b>CLO5</b> To be able to link entrepreneurship opportunity to advancements in technology, internal organisational and individual development	LO2 LO13LO14	Individual study Discussions	Final exam, group and individual tasks

## 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

<b>Topic</b>	<b>In-class hours</b>	<b>Readings</b>
1.Introduction. creativity, entrepreneurship and innovation. The foundation of Entrepreneurship.	4	
2. Entrepreneurship definition. Entrepreneurship as a socio-economic phenomenon, Ethics and social responsibility of entrepreneurial activities. Entrepreneurship as a global social movement. Developing entrepreneurial mindset.	4	Essentials of Entrepreneurship and Small Business Management, 9th edition, <i>Norman M. Scarborough and</i>

		<p><i>Jeffrey R. Cornwall, Pearson Education 2019.</i> Chapter 1 activities.</p> <p>Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 1</p>
3. Technology and science; The strategic management of technology and innovation; Industry dynamics of technology and innovation - source of innovation & types and patterns of innovation; Creativity and innovation as keys toward entrepreneurial success, Entrepreneurship types. Social entrepreneurship. Intrapreneurship.	4	<p>Coursebook: Strategic management of technological innovation. Part 1; Chapter 1, Fourth Edition, Melissa A.Schilling Page 13-65</p> <p>Essentials of Entrepreneurship and Small Business Management,. Chapter 2 activities.</p> <p>Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 4</p>
4. Feasibility analysis and the business model; Business plan and the forms of business ownership	4	Essentials of Entrepreneurship and Small Business Management, 9th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2019.</i> Chapter 2 activities.
5. Developing the existing business; Franchising and the entrepreneur.	4	Essentials of Entrepreneurship and Small Business Management, 9th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2019.</i> Chapter 3 activities.
Midterm topics (1-5)		
6. Trend driven innovation. New business sources. Technological and social trends. Search of new opportunities for business  Group presentations.	4	<p>Internet sources:  <a href="https://www.weforum.org">https://www.weforum.org</a>  <a href="http://www.gartner.com">www.gartner.com</a>  <a href="http://www.trendwatching.com">www.trendwatching.com</a>  <a href="http://www.trendhunter.com">www.trendhunter.com</a> </p>
7. Building marketing plan; e-commerce and the entrepreneurship.  Group presentations	4	Essentials of Entrepreneurship and Small Business Management, 9th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2019.</i> Chapter 4 activities.
8. Financial plan, risk and investment management, managing cash flows; Source of financing: equity and debt.  Group presentations	4	Essentials of Entrepreneurship and Small Business Management, 9th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2019.</i> Chapter 5 activities.
9. Global aspect of entrepreneurship, Building a New Venture Team and Planning Next Generation  Group presentations	4	Essentials of Entrepreneurship and Small Business Management, 9th edition, <i>Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2019.</i> Chapter 17 activities.
10. Digital Innovation and Entrepreneurship	4	
11. Capturing Business Value. Creating Social Value	4	
12. Final Presentations of Group Projects. Business Ideas.	4	
Final Exam topics (6-12)		
	<b>Total: 48 hours</b>	



CONSULTATIONS	6	
FINAL EXAM	2	

## FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 40%</i>	
Group project presentation	20
Class assignments	20
<i>Individual Components 60%</i>	
Midterm	30
Final exam	30
<b>Total:</b>	<b>100</b>

### Course requirements:

### DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

*(Provide short descriptions and grading criteria of each assignment)*

1. The final exam will account for 30% of the final grade. The final exam will include topics (6-12). All the materials that were covered during the lectures and seminars are relevant for the final exam. The lecturer reserves the right to choose the form of the exam (multiple choice/ open answer questions/ essay).
2. The mid-term (30%) will include the topics 1-5. The lecturer reserves the right to choose the form of the midterm (multiple choice/ open answer questions/ essay).
3. Students will prepare group project, which final presentation will be evaluated 20 %
4. Students will receive assignments during the classes and cumulative grade of all assignments will be 20 %. Details of the assignments will be provided during the lectures.

### RETAKE POLICY

If final (cumulative) mark of the course, including final exam score, 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 replace the 60 % of exams (mid-term and final). Group work cannot be resubmitted later. The lecturer reserves the right to choose the form of the exam (multiple choice/ open answer questions/ essay)

### REQUIRED READINGS

Essentials of Entrepreneurship and Small Business Management, 9th edition, *Norman M. Scarborough and Jeffrey R. Cornwall*, Pearson Education 2019. Chapter 1 activities.

### ADDITIONAL READINGS

Bessant, J. and J. Tidd (2021) Managing innovation. Integrating technological, market and organizational change. Wiley & Sons.

Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018. Chapter 1

## 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,  
Entrepreneurship and Innovation*

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