



# ENTREPRENEURSHIP AND NEW BUSINESS CREATION

(2 ECTS, 50-60 h)



# AIM



This module aims to introduce entrepreneurship and entrepreneurial skills needed to support sustainable business development.

# MODULE CONTENT



- 1.1 Entrepreneurship and Small businesses
- 1.2 Entrepreneurial mindset
- 1.3 Entrepreneurial activities
- 1.4 Sustainability and social enterprises

# MODULE OUTCOME



**After completing the module, the students will be able to:**

- ✓ Understand businesses and their place in our global economy.
- ✓ Describe key concepts of entrepreneurship and explain how entrepreneurship relates to social and economic development.
- ✓ Understand the importance of integrating sustainability values in entrepreneurship and businesses.

# TEACHING FORM



- Lectures
- Films
- Tutorials
- Peer learning through group assignments

# RECOMMENDED LITERATURE



- Burns, P. Entrepreneurship and Small business, latest edition, Red Globe Press.
- Cunningham, J., & Fraser, S. S. (2022). Images of entrepreneurship: divergent national constructions of what it is to 'do' entrepreneurship. *Entrepreneurship & Regional Development*, 34(7-8), 567-581.
- Gartner, W. B. (2001). Is there an elephant in entrepreneurship? Blind assumptions in theory development. *Entrepreneurship Theory and practice*, 25(4), 27-39.
- Low, M. B., & MacMillan, I. C. (1988). Entrepreneurship: Past research and future challenges. *Journal of management*, 14(2), 139-161.
- Shane, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of management review*, 25(1), 217-226.
- Shaver, K. G., & Scott, L. R. (1992). Person, process, choice: The psychology of new venture creation. *Entrepreneurship theory and practice*, 16(2), 23-46.

# Acknowledgments

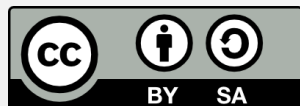


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