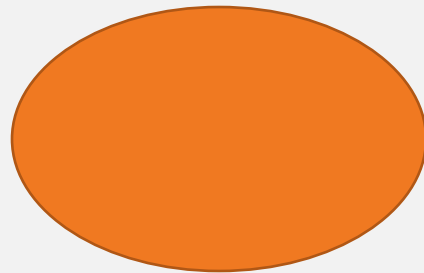


Entrepreneurship and Innovation

3 modules 6 ECTS (2+3+1 ECTS)





Target group for the course

University students in European Union



AIM



The course aims to provide the knowledge, skills, and tools to drive or facilitate entrepreneurship by:

- starting your own business,
- developing local communities, or
- working with development processes in established companies, authorities, and non-profit organizations.

COURSE CONTENT- 3 MODULES



Module 1: **ENTREPRENEURSHIP AND NEW BUSINESS CREATION** (2 ECTS, 50-60 h)

Module 2: **BUSINESS PLANNING AND THE ENTREPRENEURIAL ECOSYSTEM** (3 ECTS, 75-90 h)

Module 3: **GUIDELINES FOR STARTING A BUSINESS** (1 ECTS, 25-30 h)

Module 1: ENTREPRENEURSHIP AND NEW BUSINESS CREATION

(2 ECTS, 50-60 h)



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 The entrepreneurial process – Skills needed
- 1.5 Sustainability values

COURSE OUTCOME - Module1



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 sustainable growth and social development.
- ✓ Understand different roles in business organisations (owners, managers, employees, and entrepreneurs).
- ✓ Understand the importance of integrating sustainability values in entrepreneurship and businesses.

Module 2: BUSINESS PLANNING AND THE ENTREPRENEURIAL ECOSYSTEM

(3 ECTS, 75-90 h)



This module aims to provide an understanding of business planning and the entrepreneurial prerequisites related to different regional entrepreneurial ecosystems

Module content:

- 2.1 Economics and policy of entrepreneurship and innovation
- 2.2 Entrepreneurial ecosystem concept
- 2.3 Entrepreneurship conditions in different university regions
- 2.4 New Venture Creation Framework and Business Model Canvas
- 2.5 Development of the business model
- 2.6 Communication and pitching the business plan

COURSE OUTCOME – Module 2



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

- ✓ Describe key concepts of the entrepreneurial ecosystem.
- ✓ Understand the regional conditions' impact on entrepreneurial opportunities.
- ✓ Understand the impact of the entrepreneurial ecosystem on entrepreneurship success and failure.
- ✓ Understand the use of business planning.
- ✓ Understand how to communicate and pitch a business plan.

MODULE 3. GUIDELINES FOR STARTING A BUSINESS



(1 ECTS, 25-30 h.)

The module aims to provide guidelines and tools needed to start a company.

Module content:

Practical guidelines for starting a business.

COURSE OUTCOME – Module 3



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

- ✓ Register a business and understand the impact of legal forms.
- ✓ Understand rules and legislation for operating a business (e.g. payment, auditing, accounting, employees, taxes, permits, export/import etc.)
- ✓ Develop a website for a business.
- ✓ Find business advice and support.

TEACHING FORMS



- Distance learning, Campus learning, Blended learning
- Lectures
- Films and Illustrations
- Audios
- Tutorials by mentors
- Peer learning through group assignments



Lectures





Entrepreneurship and New business creation

(2 ECTS, 50-60 h)





1. 1 Entrepreneurship and Small Business

1.1.1 Entrepreneurship and intrapreneurship

1.1.2 New ventures and Small business

1.1.3 The demographics of Entrepreneurship

1.1.4 The entrepreneur – notion and myths

1.1.5 Sustainability values

Change is here



Environmental & social change

Global warming

Coronavirus pandemic, recession & rising unemployment

Political & market turbulence, mass immigration

Changing competition

Increasing global competition + concentration & consolidation in some industries

Shift from economies of scale to economies of scope & market niches

Technological change

Shift from industrial to knowledge-based economies

Global connectivity & communication

Deconstruction of value chains
Data monetization & mining

Decreasing fixed costs in some industries

What is Entrepreneurship?



New ideas

Generate employment

The discovery of opportunities

The creation of opportunities

Occurs due to entrepreneurs

Good for society!

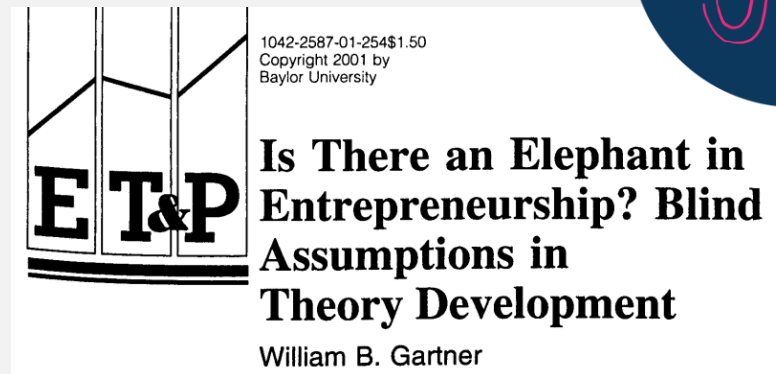
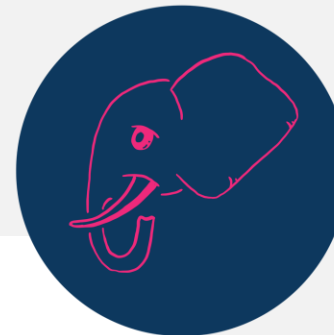
One solution for brain drain?

A lot of definitions



Burns (2022) does not define entrepreneurship – instead a focus on the *Entrepreneur*

(see part 1.1.4)



Focus on new business creation



“Entrepreneurship the creation of new organization”

(Scott, 2013, p. 169).

“The carrying out of the new organization of any industry, [...]”.

(Schumpeter, 1934, p. 66)

“Entrepreneurship is the creation of organizations. What differentiates entrepreneurs from non-entrepreneurs is that entrepreneurs create organizations, while non-entrepreneurs do not”.

(Gartner, 1988, p. 11).

Motivators to entrepreneurship



Pull factors

(opportunity):

- Independence
- Achievement
- Wealth
- Recognition
- Personal development

Push factors

(necessity):

- Unemployment
- Poverty
- Disagreements
- 'Misfit'
- No other option

Barriers to entrepreneurship



Barriers to start-up

- Financial shortcomings
- Need for regular income
- Fear of loss of capital
- Risk
- Doubts about ability
- Attitudes towards entrepreneurship

Entrepreneurship within companies – Intrapreneurship



People developing new products or businesses & operating within a company that is not owned by them self.



This is a TED talk by Joshua Mitro Lavra making the case for intrapreneurship

<https://www.youtube.com/watch?v=6pm1bbLMqZE>



[simpleshow_Entrepreneurship.mp4 \(sharepoint.com\)](#)

Films and Illustrations





Tutorials with mentors

Group assignments



Discuss:

1. What are the barriers to entrepreneurship you face and how might they be overcome?
2. What would “push” or “pull” you into entrepreneurship?
3. Should all students at university be taught entrepreneurship? Why/Why not?
4. Discuss the changing commercial environment in your country and analyse how it impacts entrepreneurship.



Questions and comments

