

Entrepreneurship and Starting a Business (3 modules: 2+3+1 ECTS)

Introduction

FILM: 1. Course introduction

Today's dynamic economy requires people with entrepreneurial capacity, individuals who can take advantage of opportunities, take initiative and solve problems in creative ways.

Entrepreneurship is a way of thinking and acting where you can use your passion for innovation whether you plan to start your own business, plan to work within an organisation, or develop an understanding of business operations and leadership.

The course gives you the knowledge and skills to independently and critically approach the entrepreneurial processes that take place in all sectors of society on a scientific basis: business, the public sector and civil society. It gives you 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.

This entrepreneurship course aims to identify, educate and prepare future entrepreneurial and change leaders who will not only lead and manage companies and organizations but also leaders who will create and grow these new, innovative ventures that will create value by solving customer and society's problems in non-traditional and sustainable ways.

MODULE 1. 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.

RECOMMENDED LITERATURE: Burns, P. Entrepreneurship and Small Business, Bloomsbury publishing.

MODULE IMPLEMENTATION:

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

FILM 1.1.1: What is entrepreneurship and why do we need it

FILM 1.1.2: Entrepreneurship more than starting a business

1.2 Entrepreneurial mindset.

- 1.2.1 Character traits of entrepreneurs
- 1.2.2 Entrepreneurial behaviour
- 1.2.3 Cultural influences on creativity

FILM 1.2: Who is the entrepreneur?

1.3 Entrepreneurial activities

- 1.3.1 Ideas
- 1.3.2 Opportunity evaluation and market research

1.4 Sustainability and social enterprises

FILM 1.4: Sustainable entrepreneurship

MODULE 2. BUSINESS PLANNING AND THE ENTREPRENEURIAL ECOSYSTEM (3 ECTS, 75-90 h)

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

MODULE CONTENT:

- 2.1 Entrepreneurship conditions in different university regions
- 2.2 Entrepreneurship and innovation
- 2.3 Entrepreneurial ecosystem concept
- 2.4 Navigating the entrepreneurial process
- 2.5 New venture creation framework and Business Model Canvas
- 2.6 Development of the business model
- 2.7 Communication and pitching the business plan

MODULE OUTCOME:

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 different roles in the business management process.

Understand the use of business planning.

Understand how to communicate and pitch a business plan.

RECOMMENDED LITERATURE:

Burns, P. *Entrepreneurship and Small Business*, Bloomsbury publishing.

European Commission (2020). *Social enterprises and their ecosystems in Europe*, <http://ec.europa.eu/social/publications>

Isenberg, D. & Onyemah, V. (2016). *Fostering Scale Up Ecosystems for Growth: The Cases of Manizales-Mas and Scale Up Milwaukee*, *Innovations/innovations / Global Entrepreneurship Congress 2016*.

Malecki, E. (2018). *Entrepreneurship and entrepreneurial ecosystems*, *Geography Compass*, <https://doi.org/10.1111/gec3.12359>

Roundy, P.T. (2017) "Social entrepreneurship and entrepreneurial ecosystems: Complementary or disjoint phenomena?", *International Journal of Social Economics*, Vol. 44 Issue: 9, pp.1252-1267

Sherwood, M. (2017). "The Authority Guide to Pitching Your Business: How to make an impact and be remembered—in under a minute!" SraBooks.

MODULE IMPLEMENTATION:

2.1 Entrepreneurship conditions in different University regions

FILM 2.1: Conditions in University regions

2.2 Entrepreneurship and innovation

FILM 2.2: Entrepreneurship and innovation

2.3 The entrepreneurial ecosystem concept

FILM 2.3: The entrepreneurial ecosystem

2.4 Navigating the entrepreneurial process

2.4.1 Cost Revenue analysis

2.4.2 Financing

2.4.3 Organisation and Management

2.4.4 Marketing

FILM 2.4: Skills needed in the entrepreneurial process

2.5 New venture creation framework and Business model canvas

2.5.1 New venture creation framework

2.5.2 Business model canvas

2.6 Developing the business model

Illustrative material is available on the web

2.7 Communication and pitching the business plan.

Task: The student develops a business plan.

N.B.

A simple tutorial for PowerPoint presentation of the business plan is provided.

A simple tutorial for pitching a business plan is provided.

FILM 2.7: Pitching your business idea.

MODULE 3. GUIDELINES FOR STARTING A BUSINESS (1 ECTS, 25-30 h.)

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

MODULE CONTENT:

Practical guidelines for starting a business.

MODULE OUTCOME:

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.

RECOMMENDED LITERATURE:

Burns, P. Entrepreneurship and Small Business, Bloomsbury Publishing.

Your Europe (https://europa.eu/youreurope/business/running-business/start-ups/starting-business/index_en.htm)

Vistaprint (<https://www.vistaprint.com/hub/checklist-starting-business>)

Verksam.se (<https://verksam.se>)

<https://www.existenzgruender.de/EN/Home/inhalt.html>

<https://www.wir-gruenden-in-deutschland.de/en/>

FILM 3.1: Practical guidelines for starting a business

FILM 3.2: Checklist for starting a business

- *Recorded stories (5 x 10 min) with entrepreneurs from different industries. Success and unsuccess stories, from a local perspective, including entrepreneurial mindset and lesson learned from the entrepreneurial process.*

COURSE IMPLEMENTATION, FRAMEWORK:

- Lecture about
 - Legal forms
 - Rules and legalisations
 - Regional support structure
 - Website for the business (Cornelia suggests Templates)
 - Copyright protection
- Checklist about:
 - Registration (legal form, taxes, employer, vat, etc.)
 - Business premises
 - Product (permits needed for product)
 - Permits needed for the operation

- Payments (cash register)
- Accounting plan and auditing
- Staff register
- Equal treatment plan
- Sustainability and environmental labeling
- About how to navigate existing company support agencies

Task: The student creates the own checklist and verify the checklist with the mentor.