

Course syllabus			
Course name:	Entrepreneurship		
Areas, Disciplines:			
Study programme group:	Cycle of studies:	Study type:	
Study programme name:	Entrepreneurship 101: Building Knowledge, Skills, and Social Competence		
Specialty:			
Electivity:			
Course coordinator:			
Course code:	Year of studies:	Semester:	Language of instruction:
	2023/2024		English
ECTS credits:	6		
Exam / assessment form:	100% weight – Continuous Assessment 2 x Individual Assignment (25%) = 50% 1 x Team Project = 50%		
Class type		Total contact hours	
Using the rule of 1:2 it implies 10-hours in contact class and 2 hours per hour per topic covered for a 30-hour course			
This course can be delivered in-person and or partially online, depending on the needs and preferences of the participants. The course will include a combination of lectures, case studies, group discussions, and interactive exercises to ensure an engaging and effective learning experience.		10-hours contact via in person or ONLINE	
Independent or self-directed learning hours that is not part of contact hours is an essential component of the course and comprehensive education, as it allows students to take ownership of their learning and develop the skills necessary to succeed in their chosen fields.		20-hours self directed and independent learning	

<p>This refers to the following activities:</p> <p>Reading and studying textbooks, articles, and other materials deprelated to the course.</p> <p>Conducting inendent research and analysis to deepen understanding of the subject matter.</p> <p>Practicing and applying knowledge and skills through exercises, assignments, and projects.</p> <p>Collaborating with peers, mentors, or other experts to exchange ideas and feedback.</p> <p>Reflecting on learning experiences and identifying areas for improvement or further development.</p> <p>Engaging in extracurricular activities or attending events related to the course or discipline.</p>		
A. Shortened (general) subject description		
<p>This 30-hour course will equip students with the fundamental knowledge, skills, and social competence needed to launch and grow a successful business. Through a combination of lectures, case studies, and interactive exercises, participants will gain practical insights into entrepreneurship and develop key competencies required to succeed in the fast-paced and dynamic world of business.</p>		
B. Prerequisites		
-none		
C. Effects of Teaching		
Knowlege		
Code PEU	<p>Business planning: The student will gain knolwedge in how to create a comprehensive business plan, including conducting market research, developing a marketing strategy, and setting financial goals.</p> <p>Financial management: The student will learn how to manage finances effectively, including creating a budget, tracking expenses, and understanding financial statements.</p> <p>Marketing and sales: The student will develop and implement a successful marketing and sales strategy, including identifying the intended target market, creating a brand, and leveraging social media.</p> <p>Operations management: The student will learn how to manage a small business and its associated operations, including inventory management, supply chain management, and quality control.</p>	<p>Study programme-related learning outcome code</p>

	<p>Legal and regulatory compliance: The student will learn about the legal and regulatory requirements for starting and running a business, including registering a business, obtaining necessary permits and licenses, and understanding tax laws.</p> <p>Leadership and team management: The student will learn how to be an effective leader and manager, including how to build and manage a team, delegate tasks, and motivate employees.</p> <p>Overall, the entrepreneurship course will provide a student with a solid foundation in the essential skills and knowledge needed to start and run a successful business.</p>	
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Skills		
Code PEU	<p>Introductory Communication skills Introductory Marketing skills Introductory Financial skills</p>	Study programme-related learning outcome code
-	-	-
Social competence		
Code PEU	<p>Introductory Networking competence Introductory Socialising competence Introductory conflict handling competence Introductory management and leadership competence</p>	Study programme-related learning outcome code
-	-	-
D. Course Content		
		Total contact hours
		PEU
Introduction to Entrepreneurship Definition of entrepreneurship Characteristics of successful entrepreneurs Types of entrepreneurship and their impact on society	2	
Idea Generation and Opportunity Recognition Techniques for generating business ideas Identifying market needs and opportunities Evaluating the feasibility of business ideas	3	

Market Research and Analysis Understanding the market and customers Conducting market research Analyzing competition and industry trends	3	
Business Planning and Financial Management Developing a business plan Financial planning and forecasting Sources of financing and funding options	4	
Sales and Marketing Developing a marketing strategy Branding and positioning Sales techniques and strategies	4	
Operations, Management and leading a team Organizing, managing and leading a team Operations management and process improvement Legal and regulatory considerations	4	
Innovation and Growth Innovation and creativity in entrepreneurship Scaling and growth strategies Managing risk and uncertainty	3	
Social Competence and Networking Developing effective communication skills Building relationships and networks Managing conflict and negotiations	3	
Conclusion and Next Steps Reviewing course content and key takeaways Developing an action plan for launching and growing a business Identifying resources and support networks for entrepreneurs	2	
Assessments	2	
Sum	30-hours	
E. Methods and Criteria of Assessment		
Final grade		
FINAL GRADE FOR THE SUBJECT is determined according to the algorithm: Grade for "Workshop" grade * 100.00 % Additional requirements to pass the subject: None		
Partial grade for the form: Workshop		

The form evaluation is determined based on the results of the following components:		
Assessment component	Weight in final grade	Verification
Individual Assessment (multiple choice)	25	-
Individual assessment (written assessment)	25	
Group Project	50	
Sum	100	
Grade for Workshop is determined according to the following point scale: Additional requirements to pass the form: none		
F. Bibliography		
-		
G. Student's Workload in the Course		
Workshop		
Form of student activity	Approximate number of hours	
Attending lectures	10	
Independend learning	20	
Sum	30	
H. Teaching Methods		
Lectures, case studies, group discussions, and interactive exercises to ensure an engaging and effective learning experience.		
I. Additional information		
-none		