

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT MANAGEMENT AND ADMINISTRATION

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: "ENTREPRENEURSHIP and INNOVATIONS";

DEGREE PROGRAMME: „International Business“; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5;

TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.

CREDITS: 6

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	120	-

Prepared by:

1.
(Prof. Iordan Koev, Dr. of Ec. Sc.)
2.
(Chief Assist. Prof. Katia Vladova, PhD)
3.
(Chief Assist. Prof. Julian Narlev, PhD)

Head of department:
„Management and Administration“ (Assoc. Prof. Dobrin Dobrev, PhD)

I. ANNOTATION

This course focuses on how to conduct an entrepreneurial business and manage innovations. It addresses how founders/ owners of entrepreneurial ventures and professional managers of entrepreneurial companies exploit business opportunities and innovation as a crucial part of the business itself. This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial operations. It will provide students also with an understanding of the financing options available to start-up and developing companies.

This course is aimed at developing profound knowledge and skills needed to identify and evaluate market opportunities for new businesses as well as an ability to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers.

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Entrepreneurship – main terms and concepts	2	2	5
1.1.	The entrepreneurial economy			
1.2.	The entrepreneurs – trends and challenges			
1.3.	The role of entrepreneurship in the economy			
2.	Entrepreneurship evolution	2	2	5
2.1.	The evolution of entrepreneurship			
2.2.	Main approaches to entrepreneurship			
2.3.	Paradigms of Entrepreneurship			
3.	Entrepreneurship management	2	2	5
3.1.	The nature of entrepreneurship management			
3.2.	The process approach of the entrepreneurship management			
3.3.	Models of Entrepreneurship management			
4.	The entrepreneurial perspective	4	4	10
4.1.	Entrepreneurial perspective and individuals			
4.2.	Entrepreneurial motivation and creativity			
5.	Innovations and Entrepreneurship	4	4	10
5.1.	The nature of innovations			
5.2.	The innovation process			
5.3.	The role of innovations in the economy			
6.	Social innovations and social entrepreneurship	4	4	10
6.1.	Defining social innovations			
6.2.	The social entrepreneurship perspective			
6.3.	The social venture and new entrepreneurial opportunities			
7.	The entrepreneurial plan	4	4	10
7.1.	The environment			
7.2.	Structure and key elements of the plan			
7.3.	Benefits of the effective plan			
8.	Stages of entrepreneurial ventures	4	4	10

8.1.	The creation of a new company			
8.2.	Growth and development of entrepreneurial ventures			
8.3.	Partnerships and franchising			
9.	Intrapreneurship and Corporate Venturing	2	2	5
9.1.	The process of intrapreneurship			
9.2.	Intrapreneurial strategies			
10.	Global opportunities and entrepreneurship	2	2	5
10.1.	Strategies and methods for international entrepreneurship			
10.2.	Importance of global entrepreneurship			
	Total:	30	30	75

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Written assignment on a specific topic	1	10
1.2.	Case-study assignment	2	5
1.3.	Midterm test	1	10
1.4.	Written assignment of preparing a venture plan	1	10
Total midterm control:		5	35
2.	Final term control		
2.1.	Examination (test)	1	10
Total final term control:		1	10
Total for all types of control:		6	45

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Kuratko, D., R. Hodgetts. *Entrepreneurship: A Contemporary Approach*. New York: The Dryden Press, 2007.
2. Dollinger, M.J. *Entrepreneurship: Strategies and Resources*. Lombard: Marsh Publications, 2008.
3. *Entrepreneurship for Managers. Strategic Decision-making for Business Growth*. Routledge, 2015.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. A Survey on Women's Entrepreneurship and Innovation. New York: UN, 2014.
2. Burns, P. *Entrepreneurship and Small Business*. New York: Palgrave Macmillan, 2007.
3. Berra, A. G. et al. *Case Studies Book on Entrepreneurship and Innovation & Business Creation and Management*. Ruse: Ruse University, Bulgaria, 2011.
4. *Fostering Innovative Entrepreneurship: Challenges and Policy Options*, Geneva: UNECE, 2012.
5. Ferguson, W. J. *The Wisdom of Titans: Secrets of Success from Entrepreneurs who rose to the Top*. Brookline: Bibliomotion, 2013.
6. Storey, D. *Understanding the small business sector*. London: Routledge, 1994.
7. Minniti, M. et al. *The Dynamics of Entrepreneurship: Evidence from the Global Entrepreneurship Monitor Data*, Oxford: Oxford Univ. Press, 2013.
8. Wickham, Ph. *A Strategic Entrepreneurship*. Harlow: Prentice Hall, 2004.