

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

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. St. Marinov, PhD)

SYLLABUS

SUBJECT: “ETREPRENEURSHIP”;

DEGREE PROGRAMME: „International Business“, “Business and Management” and “Accounting”; BACHELOR’S DEGREE;

YEAR OF STUDY: 2; SEMESTER: 4;

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

CREDITS: 6

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises)	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

1.
(Assoc.Prof. Yuluyan Narlev, PhD)
2.
(Chief Assist. Prof. Katia Vladova, PhD)

Head of department:
of Management and Administration (Assoc. Prof. Dobrin Dobrev, Ph.D)

I. ANNOTATION

This program aims to create an important starting point to develop entrepreneurial competence for the students. It helps to increase the knowledge, the skills and the ability to seek and discover the right information in order to identify sustainable needs and opportunities for entrepreneurial development. The program supports the formation of knowledge about the formation and transformation of innovative ideas into a benefit/s of the entrepreneurial society. The aims of the program is also to provide an understanding of the most important economic and social challenges facing every entrepreneur, organization or society as a whole. It should form critical thinking skills and entrepreneurial skills for networking in order to plan and manage projects of cultural, social and / or financial sustainability

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	THEME 1. THE CONTEMPORARY WORLD OF ENTREPRENEURSHIP	2	2	
	1.1 The role of modern entrepreneurship in economic and social development			
	1.2 Approaches to understanding modern entrepreneurship			
	1.3 Areas of impacts of a modern entrepreneurship			
	THEME 2. PARADIGMS OF ENTREPRENEURSHIP	4	2	
	2.1 Classical theories of entrepreneurship			
	2.2 Entrepreneurship paradigms			
	2.3 Modern theories of entrepreneurship			
	THEME 3. INNOVATION, TECHNOLOGY AND ENTREPRENEURSHIP	2	2	
	3.1 Innovation and entrepreneurship			
	3.2 Disruptive technologies and entrepreneurship			
	3.3 Modern aspects and directions of innovation			
	THEME 3. INNOVATION, TECHNOLOGY AND ENTREPRENEURSHIP	2	2	
	3.1 Innovation and entrepreneurship			
	3.2 Disruptive technologies and entrepreneurship			
	3.3 Modern content and research topics of innovations			
	THEME 4. ENTREPRENEURSHIP KNOWLEDGE	2	2	
	4.1 The Role of Curiosity in Knowledge adoption			
	4.2 The discovery process - models			
	4.3 Formation of entrepreneurial competence			
	THEME 5. TECHNOLOGICAL ENTREPRENEURSHIP	2	2	
	5.1 The essence and role of technological entrepreneurship			
	5.2 Models for technological entrepreneurship			
	5.3 Diffusion of technological innovation			
	THEME 6. CORPORATE ENTREPRENEURSHIP	2	2	
	6.1 Intrapreneurship			
	6.2 Entrepreneurial management			

	THEME 7: SOCIAL ENTREPRENEURSHIP	2	2	
	7.1 Emergence and prerequisites for social entrepreneurship			
	7.2 Social innovation and social enterprise			
	7.3 Models of social enterprise and social innovation			
	THEME8: SUSTAINABLE ENTREPRENEURSHIP	2	2	
	8.1 The essence of sustainable entrepreneurship			
	8.2 Models of sustainable entrepreneurship			
	THEME 9. MEASUREMENT METHODS AND INDICATORS FOR EVALUATION OF ENTREPRENEURIAL IMPACTS	2	2	
	9.1 Economic			
	9.2 Social			
	9.3 Cultural			
	9.4 Technological			
	THEME 10. A CULTURE FOR ENTREPRENEURSHIP	2	2	
	10.1 Nature of culture			
	10.2 Entrepreneurial culture			
	10.3 Intercultural Differences and Entrepreneurship			
	THEME 11. ENTREPRENEURIAL PROCESS	4	2	
	11.1 Traditional models			
	11.2 Recently developed Models			
	THEME 12. ENTREPRENEURSHIP BUSINESS PLAN	2	6	
	12.1 Pre- Feasibility Study			
	12.2 Entrepreneurial Business Model			
	THEME 13. ENTREPRENEURS NETWORKS	2	2	
	13.1 The essence of entrepreneurial networks			
	13.2 Elements and interactions in entrepreneurial networks			
	Total:	30	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Case study	2	20
1.2.	Written assignment on a selected topic	1	40
	Total midterm control:	3	60
2.	Final term control		
2.1.	Examination (test) or written answer of theoretic/ case questions	1	60
	Total final term control:	1	60
	Total for all types of control:	4	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1.

2.EU Handbook of Entrepreneurship Competence: EntrComp into action- get inspired, make it happen, Joint research center, 2018, Publication Centre of Europeans Community, Luxemburg

3.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Kyro,P. , Fayoll,A. and Ulijn,J.: Entrepreneurship Research in Europe: Outcomes and Perspectives,Edward Elgar Publishing , UK, 2005
- 2.EntreComp - jrc109128_entrecomp_into_action_-_final%20(2).pdf , 20.2.2020
3. Cuervo, A. and all: Entrepreneurship Concepts, Theory and Perspective, Springer Verlag 2007
- 4..Zoltan,J and all : Handbook of entrepreneurship research, an interdisciplinary survey and introduction, Second ed. Springer- 2010
5. Fayoll, A. and Matlay,H.:” Handbook of Research on Social Entrepreneurship””, Edward Elgar Publishing Limited,2010
6. Dricker, P. : Entrepreneurship and innovations”, 1985
7. Block, J.H.: “Crowdfunding in Europe, State of the Art in Theory and Practice”, Springer International Publishing Switzerland,2016
8. Rauch,A. Wiclund,J.: ENTREPRENEURIAL ORIENTATION AND BUSINESS PERFORMANCE: AN ASSESSMENT OF PAST RESEARCH AND SUGGESTIONS FOR THE FUTUREA,2004