

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF INTERNATIONAL ECONOMIC RELATIONS

Adopted by the FC (record № 12/ 29.04.2024)

Adopted by the DC (record № 8/ 16.04.2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. D. Dobrev, PhD)

SYLLABUS

SUBJECT: BLUE ENTREPRENEURSHIP

DEGREE PROGRAMME: Maritime Business and International Trade; BACHELOR'S DEGREE

YEAR OF STUDY: 4; SEMESTER: 8

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 75 hours

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.		
• LECTURES	45	3
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	75	-

Prepared by:

1.
(Assoc. Prof. V. Makni, PhD)

2.
(Chief Assist. Prof. N. Alexandrova)

Head of department
of International Economic Relations:
(Prof. V. Dimitrova, PhD)

I. ANNOTATION

The discipline focuses on the EU EntreComp framework and project-based learning in terms of sustainable blue economy. Students will identify specific problem areas and seek opportunities to deal with blue economy challenges. Course participants will be matched in teams to co-create and provide solutions for a chosen topic in one of the blue economy domains. During the course teams will work on business modelling and business model canvas. Expected skills to be developed on each stage of the process are systemic thinking, creativity, proof of concept, self-reflection, sustainability mindset, start-up development.

According to the common European reference framework on key competences for lifelong learning, the following competences are developed throughout the course: digital and technology based competence, interpersonal skills, and the ability to adopt new competences; entrepreneurship.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Beyond SDGs and Blue economy gamechangers	4	2	
2.	EntreComp and EIT KICs	4	2	
3.	Blue entrepreneurs - best practices in EU and worldwide	4	2	
4.	Problem area identification in a chosen blue economy sector	4	4	
5.	Research on the Black Sea ecosystem and challenges	4	2	
6.	Solution and ideation in specific blue domain	4	4	
7.	Proof of concept and customer validation	4	2	
8.	Market opportunities and competition. Competition analysis	4	2	
9.	Business modelling and project idea sustainability	4	4	
10.	Roadmap and project challenges	4	2	
11.	MVP and investment opportunities in 'blue' startups	3	2	
12.	Self-reflection from the course and opportunities to inspire other stakeholders from the local ecosystem	2	2	
	Total:	45	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Project-based market research	1	15
1.2.	Project-based VPC presentation	1	15
1.3.	Project-based BMC presentation	1	15
	Total midterm control:	3	45

2.	Final term control		
2.1.	Examination (test)	1	30
	Total final term control:	1	30
	Total for all types of control:	4	75

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. European Commission, DG Maritime Affairs and Fisheries, JRC, Borriello, A., Calvo Santos, A., Ghiani, M. et al. (2023) [The EU Blue Economy Report](#), Publications Office of the European Union, Luxembourg
2. European Commission, McCallum E., Weicht R., McMullan L., Price A. (2018) [EntreComp into Action](#), Publications Office of the European Union, Luxembourg
3. Strategyzer: Unpacking Innovation (<https://www.strategyzer.com/library?type=Tools>)
4. <https://canvanizer.com/>

RECOMMENDED (ADDITIONAL) LITERATURE:

1. [BlueInvest](#), Investor Report: An Ocean of Opportunities (2023)
2. The Lean Startup (<https://theleanstartup.com/>)