

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF FINANCE AND ACCOUNTING
DEPARTMENT OF GENERAL ECONOMIC THEORY

Adopted by the FC (record №11/ 25.04.2024)

Adopted by the DC (record №11/ 09.04.2024)

ACCEPTED BY:

Dean:

(Assos. Prof. Daniela Georgieva, PhD)

SYLLABUS

SUBJECT: INTERNATIONAL ENTREPRENEURSHIP

DEGREE PROGRAMME: International business and management; MASTER'S DEGREE

YEAR OF STUDY: 6; SEMESTER: 11

TOTAL STUDENT WORKLOAD: 210 hours; incl. curricular 45 hours

CREDITS: 7

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 15	2 1
EXTRACURRICULAR	165	-

Prepared by:

1.
(Assos. Prof. Julian Narlev, PhD)

2.
(Chief Assist. Prof. Katya Vladova, PhD)

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I. ANNOTATION

The International Entrepreneurship course focuses on how to identify and develop entrepreneurial opportunities and conduct an entrepreneurial business across borders. It will provide students with an understanding of international entrepreneurship, entrepreneurial mind-set and skills, as well as stages of the entrepreneurial lifecycle. It addresses the entrepreneurial creativity thinking and innovation as a crucial part of the successful start-up itself.

This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial international operations. It will provide students also with an understanding of the financing options available to start-up and developing companies. A set of lectures will introduce the above concepts, which will be explored further in a series of workshops.

The aims of the course are the following:

- a) To develop a critical evaluation of key issues in international entrepreneurship;*
- b) To identify and evaluate market opportunities for new businesses;*
- c) To develop a venture plan and abilities to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers*
- d) To develop presentation skills.*

The course is aimed at developing profound knowledge and skills needed to implement the contemporary business concepts such as the lean start-up approach and design-thinking tools and methods in order to identify and evaluate entrepreneurial opportunities for new businesses and suggest entrepreneurial strategies. Students will get to know and analyze various examples and practical situations (case-studies) of entrepreneurial success and failure. In this way, the following key competences are applied and developed: personal and entrepreneurship.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. ENTREPRENEURS AND ENTREPRENEURSHIP		4	2	
1.1.	Main concepts and terms			
1.2.	Importance of entrepreneurship and recent developments			
Theme 2. ENTREPRENEURIAL THINKING		4	2	
2.1.	Entrepreneurial mind-set			
2.2.	Entrepreneurial skills and behaviour			
Theme 3. STAGES OF THE ENTREPRENEURIAL LIFECYCLE		4	2	
3.1.	Business opportunities			
3.2.	Ideation and testing			
3.3.	Business model generation			
3.4.	Resource acquisition and execution			
Theme 4. INNOVATIONS AND INTERNATIONAL ENTREPRENEURSHIP		4	2	
4.1.	Methods and tools for innovation			
4.2.	Disruptive innovations and technologies			
4.3.	Open innovations and entrepreneurial opportunities			
Theme 5. DESIGN-THINKING AND INTERNATIONAL		4	2	

ENTREPRENEURSHIP				
5.1.	What is design-thinking?			
5.2.	Design-thinking tools for identifying international entrepreneurial opportunities			
Theme 6. LEAN START-UP PROCESS		4	2	
6.1.	Definition and specifics of the concept			
6.2.	Implementation and reflection of the process			
Theme 7. BUSINESS MODEL INNOVATION PROCESS		4	2	
7.1.	Business model innovation specifics			
7.2.	Business models and business plans			
Theme 8. ENTREPRENEURIAL STORIES OF SUCCESS AND FAILURES		2	1	
8.1.	Assessment framework and limitations			
8.2.	Entrepreneurial challenges. Key lessons learned			
Total:		30	15	

III. FORMS OF CONTROL

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Case-study analysis	2	50
1.2.	Written assignment on a specific topic	1	30
1.3.	Critical analysis and presentation	1	30
Total midterm control:		4	110
2.	Final term control		
2.1.	Examination (test)	1	55
Total final term control:		1	55
Total for all types of control:		5	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Cooper, Br., Vlaskovits, P. *The Lean Entrepreneur: How visionaries create products, innovate with new ventures and disrupt markets*. John Wiley & Sons, 2013
2. Fernhaber, St. A., Prashantham, Sh. *The Routledge Companion to International Entrepreneurship*. Routledge, 2015

3. Hisrich, Robert D *International entrepreneurship: starting, developing, and managing a global venture*, 2nd Edition, SAGE Publications, 2013
4. Lorenzo, O., et al. *Entrepreneurship, Innovation and Technology. A Guide to Core models and Tools*. Routledge, Taylor and Francis Group, London, 2018
5. Ries, E. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, New York, Crown Business, 2011

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bolton, B., Thompson, J. *Entrepreneurs. Talent, temperament and opportunity*. Routledge, Taylor and Francis Group, London, 2013
2. Burns, P. *Entrepreneurship and Small Business. Start-up, Growth and Maturity*. New York: Palgrave Macmillan, 2016
3. Chesbrough, H. *Open Innovation: The New Imperative for Creating and Profiting From Technology*. Cambridge, Harvard Business School Press, 2006
4. Dollinger, M.J. *Entrepreneurship: Strategies and Resources*. Lombard: Marsh Publications, 2008
5. *Entrepreneurship for Managers. Strategic Decision-making for Business Growth*. Routledge, 2015
6. Ferguson, W. J. *The Wisdom of Titans: Secrets of Success from Entrepreneurs who rose to the Top*. Brookline: Bibliomotion, 2013
7. *Fostering Innovative Entrepreneurship: Challenges and Policy Options*, Geneva: UNECE, 2012
8. Geyer, A. *The Growth Behaviour of Family Firms. Theoretical and Empirical Elaborations*. Springer Gabler, 2015
9. Goldsby, M. G., Mathews, R. *Entrepreneurship. The Disney Way*. Routledge, Taylor and Francis Group, New York, 2019
10. Hague, P. *The Business Model Handbook. Templates, theory and case studies*. Kogan Page Limited, 2019
11. Kuratko, D., R. Hodgetts. *Entrepreneurship: A Contemporary Approach*. New York: The Dryden Press, 2007
12. Minniti, M. et al. *The Dynamics of Entrepreneurship: Evidence from the Global Entrepreneurship Monitor Data*, Oxford: Oxford Univ. Press, 2013
13. Osterwalder, A., Pigneur, Iv. *Business Model Genetarion*. John Wiley & Sons, 2010
14. Tucker, R. *Driving Growth through Innovation*. Berrett-Koehler Publishers, 2008