

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

Adopted by the FC (record №12.29.04.2024)

Adopted by the DC (record №10/16.04.2024)

ACCEPTED BY:

Dean:

(Assos. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: DEVELOPING AND REVITALISING ENTREPRENEURIAL OPPORTUNITIES

DEGREE PROGRAMME: Master of business administration; MASTER'S DEGREE

YEAR OF STUDY: 5; SEMESTER: 10

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 60 hours

CREDITS: 8

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 30	2 2
EXTRACURRICULAR	180	-

Prepared by:

1.
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2.
(Chief Assist. Prof. Katya Vladova, PhD)

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I. ANNOTATION

The course focuses on how to identify and develop entrepreneurial opportunities and conduct an entrepreneurial business. It will provide students with an understanding of 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.

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: entrepreneurship, citizenship, cultural awareness and expression.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. ENTREPRENEURS AND ENTREPRENEURSHIP		4	4	
1.1.	Main concepts and terms			
1.2.	Importance of entrepreneurship and recent developments			
Theme 2. ENTREPRENEURIAL THINKING		4	4	
2.1.	Entrepreneurial mind-set			
2.2.	Entrepreneurial skills and behaviour			
Theme 3. STAGES OF THE ENTREPRENEURIAL LIFECYCLE		4	4	
3.1.	Business opportunities			
3.2.	Ideation and testing			
3.3.	Business model generation			
3.4.	Resource acquisition and execution			
Theme 4. INNOVATIONS AND ENTREPRENEURIAL OPPORTUNITIES		4	4	
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 ENTREPRENEURIAL OPPORTUNITIES		4	4	
5.1.	What is design-thinking?			
5.2.	Design-thinking tools for identifying entrepreneurial opportunities			
Theme 6. LEAN START-UP PROCESS		4	4	
6.1.	Definition and specifics of the concept			
6.2.	Implementation and reflection of the process			
Theme 7. BUSINESS MODEL INNOVATION PROCESS		4	4	
7.1.	Business model innovation specifics			
7.2.	Business models and business plans			

Theme 8. ENTREPRENEURIAL STORIES OF SUCCESS AND FAILURES		2	2	
8.1.	Assessment framework and limitations			
8.2.	Entrepreneurial challenges. Key lessons learned			
Total:		30	30	

III. FORMS OF CONTROL

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Case-study analysis	3	60
1.2.	Written assignment on a specific topic	1	30
1.3.	Critical analysis and presentation	1	30
Total midterm control:		5	120
2.	Final term control		
2.1.	Examination (test)	1	60
Total final term control:		1	60
Total for all types of control:		6	180

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. Lorenzo, O., et al. *Entrepreneurship, Innovation and Technology. A Guide to Core models and Tools*. Routledge, Taylor and Francis Group, London, 2018
3. 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. Geyer, A. *The Growth Behaviour of Family Firms. Theoretical and Empirical Elaborations*. Springer Gabler, 2015
8. Goldsby, M. G., Mathews, R. *Entrepreneurship. The Disney Way*. Routledge, Taylor and Francis Group, New York, 2019
9. Hague, P. *The Business Model Handbook. Templates, theory and case studies*. Kogan Page Limited, 2019
10. Kuratko, D., R. Hodgetts. *Entrepreneurship: A Contemporary Approach*. New York: The Dryden Press, 2007
11. Minniti, M. et al. *The Dynamics of Entrepreneurship: Evidence from the Global Entrepreneurship Monitor Data*, Oxford: Oxford Univ. Press, 2013
12. Osterwalder, A., Pigneur, Iv. *Business Model Genetarion*. John Wiley & Sons, 2010
13. Tucker, R. *Driving Growth through Innovation*. Berrett-Koehler Publishers, 2008