

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT OF INDUSTRIAL BUSINESS AND LOGISTICS

Adopted by the FC (record №/ date): №9/23.04.2020

Adopted by the DC (record №/ date): №7/ 27.02.2020

ACCEPTED BY:

Dean:

(Assoc. Prof. Dr. Denka Zlateva)

SYLLABUS

SUBJECT: STARTUP AND INNOVATIONS

DEGREE PROGRAMME: Business and Management; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5

TOTAL STUDENT WORKLOAD: 255 hours; incl. curricular 75 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	45 30	3 2
EXTRACURRICULAR	180	-

Prepared by:

1.
(Assoc. Prof. Dr. Ivan Petrov)

2.
(H.Assist. Prof. Dr. Plamen Pavlov)

Head of department
of Industrial Business and Logistics:
(Assoc. Prof. Dr. Yordan Ivanov)

I. ANNOTATION

This course focuses on start-up companies 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.

The course of startup and innovations 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.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. THEORY OF BUSINESS STARTUP		2	2	
1.1.	Independent Entrepreneurship			
1.2.	The Importance of Entrepreneurship			
Theme 2. BUSINESS STARTUP PROCESS - ORGANIZATIONAL BUILDING		5	3	
2.1.	Legal Aspects of Starting a Business			
2.2.	Franchising - Nature and Types			
2.3.	Business Acquisition			
Theme 3. THE NATURE, IMPORTANCE AND TYPES OF INNOVATION		6	4	
3.1.	The Nature of Innovation			
3.2.	The Importance and Role of Innovations			
3.3.	Types of Innovation			
Theme 4. CREATIVITY AND SOURCES OF IDEAS FOR A STARTUP		4	3	
4.1.	Idea Generation			
4.2.	Entrepreneurial Windows			
Theme 5. RECOGNIZING OPPORTUNITIES – INNOVATOR AS ENTREPRENEUR		4	3	
5.1.	Recognizing Good Ideas as an Opportunity for Innovation			
5.2.	Preliminary Assessment of Business Opportunities			
Theme 6. STARTUP AND INNOVATION STRATEGIES		6	5	
6.1.	Startup Strategies			
6.2.	Innovation Strategies			
6.3.	Impact of innovation on classical strategies			
Theme 7. CRAFTING A BUSINESS PLAN FOR A STARTUP		6	4	
7.1.	Technical Part of a Business Plan for Startup			
7.2.	Marketing Part of a Business Plan for Startup			
7.3.	Financial Part of a Business Plan for Startup			
Theme 8. FINANCING A STARTUP AND INNOVATIONS		6	3	
8.1.	Financing of the Startup Businesses			
8.2.	Financing Innovation			
Theme 9. GROWING, DEVELOPING AND MANAGING A STARTUP		6	3	
9.1.	Growing a Startup			
9.2.	Developing and Managing a Startup			
Total:		45	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, hours
1.	Midterm control		
1.1.	Case studies	8	60
1.2.	Test	2	40
	Total midterm control:	10	100
2.	Final term control		
2.1.	Examination (test)	1	65
	Total final term control:	1	65
	Total for all types of control:	11	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Luecke, R., (2009) Innovator's Toolkit: 10 Practical Strategies to Help You Develop and Implement Innovation, Harvard Business School Publishing Corporation, Massachusetts;
2. Entrepreneurship for Managers. Strategic Decision-making for Business Growth. Routledge, 2015.
3. Pavlov, P., (2017) Innovation Strategies in the Industrial Enterprises of the Varna Region, Economic Archive, Svishtov, b. 4.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Dollinger, M.J, Entrepreneurship: Strategies and Resources. Lombard: Marsh Publications, 2008.
2. Entrepreneurship for Managers. Strategic Decision-making for Business Growth. Routledge, 2015.
3. Ries, E., (2011) The Lean Startup, Crown Business.
4. Grinier P., Mayes. D., McKiernan, P., (1988) Sharpbenders, Cornwall, UK.