

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

Adopted by the FC (record № 11/ 25. 04. 2024)

Adopted by the DC (record № 9/ 16. 04. 2024)

ACCEPTED BY:

Dean:

(Assoc.prof.Denka Zlateva, PhD)

SYLLABUS

SUBJECT: START-UP AND INNOVATIONS

DEGREE PROGRAMME: Business and management; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5

TOTAL STUDENT WORKLOAD: 240 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	165	-

Prepared by:

1.
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I. ANNOTATION

This discipline focuses on start-up companies and their innovation management. It studies how founders/owners of entrepreneurial ventures and managers of entrepreneurial companies use business opportunities and innovation as a critical part of business and to develop in-depth knowledge and skills needed to identify and evaluate market opportunities for new businesses.

The Start-up and Innovation course will provide students with an understanding of the funding opportunities available to start-ups and growing companies.

In the course of training in the discipline, the following key competencies are acquired and developed to the greatest extent:

- entrepreneurial competence – developing critical thinking, analytical skills and forecasting, designing, planning skills; acquisition of management skills, as well as teamwork, responsibility and social commitment skills;

- digital competence - creating presentations, ability to search and find relevant information, work with spreadsheets, create arrays of data and select specialized software.

The discipline "Start-up and Innovation" is based on the knowledge from the studied disciplines "Theory of Management" and "Marketing" and uses common terms and concepts with the disciplines "Business Analysis", "Research Methods" and "Human Resource Management" . The acquired knowledge of managing the company's operations forms an excellent basis for studying the disciplines "International Trade", "Sustainable Business" and "Financial and Investment Management".

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
TOPIC 1. INTRODUCTION TO ENTREPRENEURSHIP		3	2	
1.1	Nature of entrepreneurship			
1.2	Characteristics of the successful entrepreneur			
1.3.	Entrepreneurial process			
TOPIC 2. RECOGNITION OF OPPORTUNITIES AND GENERATION OF IDEAS		3	4	
2.1	Ways to identify opportunities			
2.2	Personal characteristics of the entrepreneur			
2.3.	Techniques for generating ideas			
TOPIC 3. FEASIBILITY ANALYSIS		6	2	
3.1.	Product/service feasibility analysis			
3.2.	Target market and industry feasibility analysis			
3.3.	Organizational Feasibility Analysis			
3.4	Financial Feasibility Analysis			
TOPIC 4. DEVELOPING AN EFFECTIVE BUSINESS MODEL		3	4	
4.1.	Importance and relevance of business modeling			
4.2.	Basic structural parts of business models			
4.3.	Business model template			
4.4.	Defining the value chain			
TOPIC 5. MARKET RESEARCH		9	6	
5.1.	Defining achievable market research goals. Converting business objectives into research objectives.			

5.2.	Quantitative and qualitative research			
5.3.	Types of questionnaires			
5.4.	Types of questions			
5.5.	Questionnaire planning			
5.6.	Formulating effective questions			
5.7.	Interact with online survey respondents			
TOPIC 6. INDUSTRY AND COMPETITOR'S ANALYSIS		6	2	
6.1.	Industry Analysis			
6.2.	Five Competitive Forces Model			
6.3.	Types of industries and the opportunities they provide			
6.4.	Analysis of the competition			
TOPIC 7. DEVELOPING A BUSINESS PLAN		6	4	
7.1.	Essence of the business plan			
7.2.	Types of business plan			
7.3.	Content of the business plan			
7.4.	Presentation of the business plan to investors			
TOPIC 8. PREPARATION OF THE PROPER ETHICAL AND LEGAL BUSINESS FOUNDATION		3	2	
8.1.	Establishing a strong company culture in the organization.			
8.2.	Effective handling of legal matters			
8.3.	Obtaining licenses and permits for the business			
TOPIC 9. ASSESSMENT OF THE FINANCIAL STABILITY AND VIABILITY OF A NEW ENTERPRISE		3	2	
9.1.	Financial targets of the company			
9.2.	Financial management of the company			
9.3.	Financial statements, forecasts and forecast financial documents			
9.4.	Analysis of the company's finances.			
TOPIC 10. INTELLECTUAL PROPERTY		3	2	
10.1.	Importance of intellectual property			
10.2.	Patents			
10.3.	Trademarks			
10.4.	Trade secret			
10.5.	Copyright			
Total:		45	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Preparation and defense of practical assignments for research and implementation of a business idea	3	80
1.2.	Midterm test	1	30
Total midterm control:		4	110
2.	Final term control		
2.1.	Examination (test, defense of a business plan)	1	55
Total final term control:		1	55
Total for all types of control:		5	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Barringer, B.R. and R.Duane Ireland. Entrepreneurship:successfully launching new ventures. Pearson ed., 6th edition, 2019.
2. Brace, Ian and Kate Bolton. Questionnaire Design:How to plan, structure and write survey material for effective market research. Kogan page, 5th edition, 2022

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Byers, Thomas H.,Dorf, Richard C., Nelson, Andrew J. Technology ventures - from idea to enterprise. McGraw-Hill, 4th edition, 2015.
- 2.Luecke, R., (2009) Innovator's Toolkit: 10 Practical Strategies to Help You Develop and Implement Innovation, Harvard Business School Publishing Corporation, Massachusetts;
3. Entrepreneurship for Managers. Strategic Decision-making for Business Growth. Routledge, 2015.