**COURSE DESCRIPTION**

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| **Course code** | **Course group** | **Volume in ECTS credits** | **Course valid from** | **Course valid to** |
| VAD4011 | C | 6 | 2022 04 15 | 2025 02 01 |

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| **Course type** | Compulsory |
| **Course level** | First cycle |
| **Semester the course is delivered** | 5 |
| **Face-to-face, distance or blended studies** | Face-to-face / Distance |

**Course title in Lithuanian**

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| **ENTREPRENERYSTĖ** |

**Course title in English**

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| **ENTREPRENEURSHIP** |

**Short course annotation in Lithuanian**

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| Dalyko paskirtis – suteikti teorinių žinių bei praktinių įgūdžių apie entreprenerystės reiškinį, verslo idėjos formavimo ir atrankos principus, naujo verslo kūrimo etapus, verslo modelio valdymo bei vystymo ypatumus. Baigę dalyką studentai įgys būtinus gebėjimus suformuoti verslo idėją, įvertinti naujo verslo pradžios alternatyvas, parengti verslo modelį, bei organizacijoje taikyti įvairius verslo valdymo metodus. Studijų dalykas apima paskaitas, seminarus bei grupinį – projektinį darbą, atvejų analizes. |

**Short course annotation in English**

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| The aim of this course is - to provide the students with theoretical knowledge and practical skills about entrepreneurship process, opportunity recognition and business or social idea formation, to develop business model analysis and critical thinking abilities, determining existing problems and describing ways of development. Main topics: Entrepreneurship process; Social entrepreneurship concept; Process of new-business creation; Characteristics and competencies of entrepreneurial personality; Recognition and evaluation of business idea and creation of business model; The course includes lectures, seminars, group work (project), case studies. |

**Prerequisites for entering the course**

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| Introduction to Management, Theories of Economic and Management |

**Course aim**

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| The aim of the subject is to provide students with knowledge and skills that would allow them to form a business idea, evaluate alternatives for starting a new business, develop a business model, and apply various business management methods in the organization. |

**Links among study programme outcomes, course outcomes, content, study and assessment methods**

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| **Study programme: *Business Administration* Programme outcomes** | **Course outcomes** | **Content (topics)** | **Study methods** | **Assessment methods** |
| 2. Apply the principles, methods and tools of traditional and modern theories in the field of marketing, finance, human resources, operations and other areas of business management, taking into account the modern business environment at the national and global levels | 1. Recognize and describe the main concepts and stages of the entrepreneurial process | 1. The phenomenon of entrepreneurship and basic concepts  2. Development of entrepreneurial theories  3. Social entrepreneurship  4. The concept and stages of the entrepreneurial process  5. Analysis of entrepreneurial competencies  6. Leader vs. Entrepreneur.  7. Female Entrepreneur.  8. Principles and methods of idea modeling  9. Elements of the business model structure  10. Modeling of the proposed value | provision of information (explanation, illustration), using visual aids; searching for and analysis of information presented in educational literature, periodicals, statistical literature, on internet, etc.; analysis of practical examples and cases; preparation of practical tasks; discussion; oral self reflection. | Written assessment (colloquium and examination) |
| 4. Identify and critically evaluate the economic, social and ethical challenges of businesses, after analysing the factors of the changing business environment and their possible impact on business, also taking the business mission and strategic goals into account | 2. Understand the principles and stages of idea formation and based on them evaluate a business (or social) idea and develop a business model | 4. The concept and stages of the entrepreneurial process  5. Analysis of entrepreneurial competencies  8. Principles and methods of idea modeling  9. Elements of the business model structure  10. Modeling of the proposed value | Formulation and explanation of problem-based examples, formulation and explanation of practical tasks; moderation of case-study analysis; problem solving; oral self-reflection. | Written assessment (colloquium and examination);  assessment of an independent group work final written report and its oral presentation; assessment of seminar tasks. |
| 3. Evaluate and compare different business start-up alternatives | 4. The concept and stages of the entrepreneurial process  8. Principles and methods of idea modeling  9. Elements of the business model structure  10. Modeling of the proposed value |
| 5. Independently analyse various business administration situations, problems and opportunities, offer them alternatives of possible solutions and to anticipate actions and challenges for their implementation | 4. Recognize the challenges of business management and be able to apply the necessary management methods | 4. The concept and stages of the entrepreneurial process  8. Principles and methods of idea modeling  9. Elements of the business model structure  10. Modeling of the proposed value |
| 5. Evaluate the analyzed company based on the business model and value modeling methods and propose alternatives for its development | 4. The concept and stages of the entrepreneurial process  8. Principles and methods of idea modeling  9. Elements of the business model structure  10. Modeling of the proposed value |
| 6. Effectively communicate and work in a team and partnership with stakeholders in various organizations, discuss relevant professional issues in an interdisciplinary environment, take the initiative and leadership in creating, initiating and implementing business management change in organizations | 6. Prepare a group written work and its public oral presentation according to the established requirements  7. Demonstrate the ability to work in a team: communicate with others, share work, take responsibility, etc. | 1. The phenomenon of entrepreneurship and basic concepts  2. Development of entrepreneurial theories  3. Social entrepreneurship  4. The concept and stages of the entrepreneurial process  5. Analysis of entrepreneurial competencies  6. Leader vs. Entrepreneur.  7. Female Entrepreneur.  8. Principles and methods of idea modeling  9. Elements of the business model structure  10. Modeling of the proposed value | Consulting; discussions during seminars; Performing a team task in a group; presentation of team assignments orally and in writing; public presentations, evaluations and discussions of teamwork | Assessment of an independent group work final written report and its oral presentation; assessment of seminar tasks. |
| 7. Demonstrate the core values and principles necessary for a business professional, to apply systematic approach, analytical, critical and creative thinking in performing various business administration activities, ability to responsibly make ethical, innovative and creative decisions in the field of business administration, take responsibility for the taken decisions and their impact on society and the environment and to pursue continuous formal and non-formal learning. | 8. Formulate and defend his/her opinion, demonstrate presentation, discussion, negotiation skills | 1. The phenomenon of entrepreneurship and basic concepts  2. Development of entrepreneurial theories  3. Social entrepreneurship  4. The concept and stages of the entrepreneurial process  5. Analysis of entrepreneurial competencies  6. Leader vs. Entrepreneur.  7. Female Entrepreneur.  8. Principles and methods of idea modeling  9. Elements of the business model structure  10. Modeling of the proposed value |

**Criteria of learning achievement evaluation**

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| 1. The student recognizes and describes at least half of the basic concepts of the entrepreneurial process.  2. The student names at least half of the stages of the entrepreneurship process and their components.  3. The student recognizes and explains at least half of the factors in the analysis of entrepreneurial competencies.  4. The student is able to evaluate different business start-up alternatives and compare them with each other.  5. The student is able to evaluate a business (or social) idea and develop a business model.  6. The student is able to evaluate the analyzed company based on business model and value modeling methods and offer alternatives for its development.  7. The student demonstrates the ability to work in a team: communicates with others, shares work, takes responsibility, and so on.  8. The student presents and defends his / her opinion, demonstrates presentation, discussion, and negotiation skills. |

**Distribution of workload for students (contact and individual work hours)**

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| **Study forms** | **Hours in face-to-face studies** | **Hours in online studies** |
| Lectures | 30 hours | 30 hours |
| Seminars | 30 hours | 30 hours |
| Contact work hours in total | 60 hours | |
| Individual student work | 100 hours | |
| **Total** | **160 hours** | |

**Structure of cumulative score and value of its constituent parts**

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| Colloquium – 20%  Individual work – 20%  Independent group work – 15%  Exam – 30% |

**Recommended reference materials**

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| **No.** | **Publication year** | **Authors and title of publication (e-source)** | **Number of copies in University libraries or link to e-source** |
| ***Basic materials*** | | | |
| 1. | 2018 | Boca Raton: BarCharts Entrepreneurship | online |
| 2. | 2013 | Naresh Dadhich. Entrepreneurship & Small-Scale Businesses | PDF moodle |
| 3. | 2015 | Bessant, J. R., Tidd, Joseph. Innovation and entrepreneurship | 2 |
| ***Supplementary materials*** | | | |
| 1. | 2010 | Osterwalder, Alexander, Clark, Tim. Business model generation: a handbook for visionaries, game changers, and challengers. | 3 |
| 2. | 2016 | Pijl, Patrick van der Pijl, Justin Lokitz, Lisa Kay Solomon. Design a better business: new tools, skills and mindset for strategy and innovation | online |
| 3. | 2017 | Kim, W., C. Blue Ocean shift: beyond competing - proven steps to inspire confidence and seize new growth. | online |
| 4. | 2014 | Shimasaki, Craig. Biotechnology entrepreneurship starting, managing, and leading biotech companies | online |

**Course description designed by**

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| Dr. Aistė Čapienė, Dr. Osvaldas Stripeikis |