STUDENTS ARE EXPECTED TO HAVE COMPLETED

No special requirement.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

- To identify and discuss the most commonly cited characteristics found in successful entrepreneurs.
- To define and illustrate the sources of innovative ideas for entrepreneurs.
- To present key factors involved in new-venture development.
- To study the market for venture capital and to review venture capitalist’s evaluation criteria for new ventures.
- To define a business plan and demonstrate its value.

DESCRIPTION OF CONTENTS: PROGRAMME

- Individual and corporate entrepreneurial mindset
- Opportunity identification: creating new ventures
- Developing the venture concept
- Defining the business model
- Search for entrepreneurial capital
- Business plan for new ventures

LEARNING ACTIVITIES AND METHODOLOGY

The course will be based on case studies, readings, some presentations, and, above all, the debate and the exchange of ideas and experiences. Throughout the course, students will be asked to make presentations on the different topics and will be encouraged to bring their insights and thoughts on the materials assigned into class discussion.

ASSESSMENT SYSTEM

Students will be evaluated based on the following criteria:

ORDINARY CALL:
- Class participation and homework: 40%
- Final Exam: 60%

EXTRAORDINARY CALL:

Alternative 1:
- Class participation and homework: 40%
- Final Exam: 60%

Alternative 2:
- Final exam (100%).

Students can choose the alternative that benefits them the most.

% end-of-term-examination: 60
% of continuous assessment (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY
- Kuratko, D.F. Introduction to entrepreneurship., South-Western Cengage Learning., 2009
ADDITIONAL BIBLIOGRAPHY