

MICRO-CREDENTIAL SYLLABUS

Micro-credential title (It should be in English and the native language of the involved universities)	Number of vacancies in the micro-credential (minimum and maximum)	
Entrepreneurship and Business Administration Antreprenerystė ir Verslo administravimas Entrepreneurship und Betriebswirtschaftslehre	20	50

Teaching staff	Micro-credential providers and their addresses
Coordinating: Danguolė Oželienė, Nina Nentwig, Katharina Paar Other: Akvilė Alauskaitė, Jaroslav Urbanovič, Daniel Fabisch, Robert Rybníček	Vilnius University, Business School Danguolė Oželienė, danguole.ozeliene@vm.vu.lt Graz University, Center for Entrepreneurship and Applied Business Administration Nina Nentwig, nina.nentwig@uni-graz.at

Study field / scientific area of the micro-credential(s)
Business management

Level of qualification (EQF)
6, 7

Mode of delivery (in presence/ online/ blended)	Language of instruction	Semester or period when it is delivered
Online	English	autumn/winter

Requisites for a learner needed to enroll	
Prerequisites: no business studies	Co-requisites (if relevant):

Number of ECTS	Student's workload (total)	Contact hours	Independent work hours
5	125	48	77

Objectives of the micro-credential
• Provide a comprehensive understanding of entrepreneurship and business administration, designed for anyone interested in gaining fundamental knowledge of how businesses operate, innovate, and create value • Foster an entrepreneurial mindset, encouraging creativity, opportunity recognition, risk assessment, and innovative problem-solving. • Equip participants with essential knowledge of core business functions, including marketing, finance, operations, and human resource management.

- **Develop practical skills in creating and implementing business ideas**, covering the full process from ideation and market analysis to business model development and pitching to potential investors.
- **Offer hands-on experience through case studies and assignments** to help participants tackle real-world entrepreneurial challenges effectively.
- **Introduce key management and leadership principles**, including planning, organizing, motivating, and strategic decision-making.
- **Strengthen communication, sales, and customer service competencies**, enabling participants to build and maintain strong customer relationships.

Contents of the micro-credential

Introduction to Entrepreneurship

- Definition and types of entrepreneurship
- Role of entrepreneurship in the economy
- Global perspectives and trends
- Entrepreneurial mindset and business environment

Ideation and Creative Problem-Solving

- Techniques for generating innovative ideas
- Design Thinking and creative platforms
- Methods for evaluating and refining ideas

Opportunity Recognition

- Identifying market needs, trends, and gaps
- Understanding customer behavior and value creation

Innovation Fundamentals

- Types of innovation: product, process, business model, and social innovation
- Innovation lifecycle and the role of advanced technologies

Market Analysis, Product, and Pricing

- Collecting and analyzing data on target groups and competitors
- Product development and competitive pricing strategies

Building a Business Model

- Business Model Canvas and Lean startup principles
- Developing a sustainable business model
- Creating a Minimum Viable Product (MVP)
- Pitching a business idea to potential investors

Management and Leadership

- Core management functions: planning, organizing, leading, and controlling
- Team leadership, employee motivation, and strategic planning

Marketing Fundamentals and Goal Setting

- Defining marketing goals and strategies for market positioning

Communication, Sales, and Customer Service

- Marketing communication across channels
- Sales processes and customer relationship management

Finance and Production Management

- Basics of accounting, budgeting, and cost control
- Overview of production processes, logistics, and resource management

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
After completing the course “Business Administration Compact”, students will be able to: • Understand and explain key concepts and functions of business administration.	• Self-study to theoretical materials • Consultation hours to clarify specific questions about the theoretical documents	• Participation in synchronous online sessions (practitioner lectures) • Active participation in sessions

• Describe core management functions and their role in achieving organizational goals. • Apply basic principles of marketing, finance, production, and logistics to simple business cases. • Analyze how different business areas interact within an organization. • Reflect on the importance of entrepreneurship and innovation for business success.	• Practical lectures and interactive work	• Completion of mini-quizzes on the five sub-areas of the course (management, marketing, production and logistics, finance, accounting)
After completing the course „Marketing compact“, students will be able to: • Understand and explain the basic concepts, goals, and functions of marketing. • Identify key elements of the marketing mix (product, price, place, promotion) and their interrelations. • Analyze customer needs and target groups to develop suitable marketing strategies. • Apply fundamental tools for market analysis, positioning, and value creation. • Recognize the role of branding, communication, and digital marketing in achieving competitive advantage. • Relate theoretical marketing concepts to practical business examples.	• Workshops and group activities to apply marketing concepts such as market analysis, segmentation, and positioning to real-life scenarios • Independent project or reflection tasks to encourage critical thinking and the transfer of knowledge to the students' own professional or academic context	• Participation in synchronous online sessions • Submission of project or reflection task
After completing the course „Entrepreneurship and idea generation compact“, students will be able to: • Define and explain key concepts, types, and roles of entrepreneurship within different economic and social contexts. • Analyze how entrepreneurial activities contribute to innovation, job creation, and economic growth. • Demonstrate an understanding of the entrepreneurial mindset, including opportunity recognition, risk-taking, and value creation. • Apply creative thinking techniques to generate innovative business ideas.	Interactive online lectures, Case study analysis, Creative workshops, virtual brainstorming, Creative Platform technique Problem-based learning, guided exercises. Virtual Group Discussions	Group proposal outlining identified problem and opportunity Value proposition canvas presentation Active participation in online sessions

- Identify real-world problems and transform them into viable entrepreneurial opportunities. - Evaluate the originality and feasibility of ideas using structured ideation and selection frameworks.		
After completing the course „Innovation and Business Models compact“, students will be able to: - Explain the concept of innovation and its role in sustaining competitive advantage in businesses. - Differentiate between types of innovation (product, process, organizational, and business model innovation). - Assess how innovation strategies can be applied to improve or disrupt existing markets. Describe the key components of a business model using Business Model Canvas frameworks. Develop a business model that aligns with customer needs, market trends, and value propositions. Critically assess the sustainability and scalability of different business models in various industries.	Interactive online lectures, Virtual Group Discussions, Case Analysis of Innovative Companies, Simulation Exercises, Multimedia Learning (short videos, podcasts, real-world examples) Team-based project	Group business model presentation. Active participation in online sessions

Study Plan															
Courses	Contact hours (1)	Components taught in person									e-learning component				
		Contact hours (1)									Contact hours (1)				
		L	TP	P	LW	FW	W	I	T	Other	Synchronous	Individual	Asynchronous	Practical	Other
Business Administration Compact	12						5				5		7		
Marketing compact	12						5				5		7		

Study Plan															
Courses	Contact hours (1)	Components taught in person									e-learning component				
		Contact hours (1)									Contact hours (1)				
		L	TP	P	LW	FW	W	I	T	Other	Synchronous	Individual	Asynchronous	Practical	Other
Entrepreneurship and idea generation compact	12						4				4		8		
Innovation and Business Models compact	12						4				4		8		
Total	48						18				18		30		

- (1) Contact hours total
 L – Lectures
 TP - Theoretical practical
 P - Practical
 LW – Laboratory work
 FW – Field work
 W- Workshop
 I – Internship
 T - Tutorials

Assessment strategy	Weight %	Deadline	Assessment criteria
Knowledge checks /(mini-quizzes)	30	After the course	- Understanding of core concepts - Accuracy of answers - Completion within timeframe
Application task (project, proposal or case reflection)	30	Mid- or end of course	- Application of theoretical knowledge to practice - Clarity and structure of argument - Feasibility or relevance of proposed ideas
Presentation or discussion activity	20	End of course/during sessions	- Clarity of communication - Engagement and interaction - Depth of content and reflection
Active participation (consultation sessions/online sessions)	20	Throughout courses	- Regular attendance - Constructive contributions - Engagement in discussions or feedback rounds

References (Required reading and Recommended reading)
Required reading
Charles Bamford, Garry Bruton. 2024. Entrepreneurship: The Art, Science, and Process for Success. 3rd.ed. McGraw-Hill Education
Heidi M. Neck, Christopher P. Neck, Emma L. Murray. 2024. Entrepreneurship: The Practice and Mindset. 3rd ed. SAGE Publications
Osterwalder, A., Pigneur, Y. 2013. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons

Eric, Ries. 2021. Lean Startup.

<https://ia801206.us.archive.org/31/items/TheLeanStartupErickRies/The%20Lean%20Startup%20-%20Erick%20Ries.pdf>

Recommended reading

Braunerhjelm, P., & Lippi, P. 2023. Theories of Growth, Innovation, and Entrepreneurship.

https://www.researchgate.net/publication/375717025_Theories_of_Growth_Innovation_and_Entrepreneurship

Martín-de Castro, G., & Amores-Salvadó, J. 2024. Sustainable Business Models. In Regenerative Strategies:

Exploring New Sustainable Business Models to Face the Climate Emergency [Cambridge: Cambridge University Press.](#)

<https://www.cambridge.org/core/books/regenerative-strategies/sustainable-business-models/58C4C830BE664B9170D51A08B86B1FA1> (pp. 78–113). chapter

Lewrick, M.; Link, P. & Leifer, L. 2018. The Design Thinking Playbook. <https://ebookcentral.proquest.com/lib/viluniv-ebooks/detail.action?docID=6268171>

Bruhn, M. (2025). Principles of Marketing. *Springer Books*.