

COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Establishing a New Business	

Lecturer(s)	Department(s) where the course unit (module) is delivered				
Coordinator: Assoc. prof. dr. Jurgita Butkevičienė	Business Department				
Other(s):					

Study cycle	Type of the course unit (module)
First	

Mode of delivery	The period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face and online		EN

Requirements for students						
Prerequisites: Additional requirements (if any):						

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours	
5	130	48	82	

Purpose of the course unit (module): programme competencies to be developed

The course develops students' entrepreneurial skills and entrepreneurial practice based on proven and globally recognized methodologies and models for developing entrepreneurship. It aims to create conditions for students to develop skills in business creation, development and presentation of business ideas to investors through practical activities.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
To develop entrepreneurial knowledge and skills needed for the entrepreneurial practice	Lectures, seminars, discussions, case studies	Exam, group presentation
To understand the framework of business model, business plan, understand how to clarify business ideas and value propositions.	Application of Business Canvas Model	Project
To develop an entrepreneurial attitude, entrepreneurial leadership and networking with the business community		Self-reflection, valuation of team members' behaviour

	Contact hours						Se	lf-study work: time and assignments		
Content: breakdown of the topics	Sectures	Futorials	Seminars	Exercises	aboratory work	nternship/work olacement	3-learning	Contact hours	Self-study hours	Assignments

1. Takan da andara manan andara					Constant Designment
1. Intro to entrepreneurship.	2			2	Group task. Development
					of the entrepreneurial ideas. Analysis of cases
					and / or scientific articles.
2. Entrepreneurship motivation and success	2			2	Analysis of cases and / or
factors. Entrepreneurial characteristics.					scientific articles.
3. Entrepreneurial ecosystem. Local start-ups	4	2		6	Group task. Presentation
ecosystem and their support	4			0	and analysis of cases and /
ecosystem and then support					or scientific articles.
					Continuation of the
					development /
					presentation and
					evaluation of a business
					idea
4. Business success stories.	2			2	Group task. Presentation
i. Business success stories.	_			-	and analysis of cases and /
					or scientific articles.
					Continuation of the
					development /
					presentation and
					evaluation of a business
					idea
5. Ideas generation. Opportunity recognition	2	2		4	Group task. Presentation
and exploitation.					and analysis of cases and /
					or scientific articles.
					Continuation of the
					development /
					presentation and evaluation of a business
					idea
6. The concept of business model.	2	2		4	Group task. Presentation
o. The concept of business model.	2			•	and analysis of cases and /
					or scientific articles.
					Continuation of the
					development /
					presentation and
					evaluation of a business
					idea
7. Customer development, customer	2			2	
acquisition and making sales	2				1
8. Business model testing and validation.	2	2		4	Analysis of cases and / or
Business model innovation 9. Prototyping. Minimum viable product.	2			2	scientific articles.
Midterm exam	2			2	
7. Business planning and business plan	2	2		4	Group task. Presentation
7. Business planning and outsiness plan	_			•	and analysis of cases and /
					or scientific articles.
					Continuation of the
					development /
					presentation and
					evaluation of a business
					idea
8. Globalisation, digitalisation and	2	2		4	Group task. Presentation
international entrepreneurship.					and analysis of cases and /
					or scientific articles.
					Continuation of the
					development / presentation and
					evaluation of a business
					idea
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10. Legal aspects of business	2				2	Analysis of cases and / or scientific articles.
11. Financial aspects. Raising a capital	2	2			4	Analysis of cases and / or scientific articles.
12. Entrepreneurial challenges.	2				2	Group task. Presentation and analysis of cases and / or scientific articles.
Presentation of a business idea (pitch)		2			2	Presentation and evaluation of a business idea
Total	32	16			48	

Assessment strategy	Weight,	Deadline	Assessment criteria
		In the middle	Number of questions answered correctly.
Midterm exam	20	of the	
		semester	
Final exam	30	During the	Number of questions answered correctly.
		exam session	
Project	50	End of the	Preparation and the presentation of the startup project.
		semester	
Presentation of a relevant	Extra 1	During the	Presentation of the selected and coordinated scientific article
scientific article during the	point	semester	(1-2 students each)
lecture			

Author	Year of public ation	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Eric Ries	2011	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses		Currency
Steve Blank	2020	The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company		K & S Ranch
Marc Gruber ir Sharom Tal	2017	Where to Play: 3 steps for discovering your most valuable market opportunities		FT Press
Optional reading				
Ben Horowitz	2014	The hard things about the hard things		
Kevin D. Johnson	2013	The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs		Jonson Media Inc.