

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 factors. Entrepreneurial characteristics.	2							2		Analysis of cases and / or scientific articles.
3. Entrepreneurial ecosystem. Local start-ups ecosystem and their support	4		2					6		Group task. Presentation and analysis of cases and / or scientific articles. Continuation of the development / presentation and evaluation of a business idea
4. Business success stories.	2							2		Group task. Presentation and analysis of cases and / or scientific articles. Continuation of the development / presentation and evaluation of a business idea
5. Ideas generation. Opportunity recognition and exploitation.	2		2					4		Group task. Presentation 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 and analysis of cases and / or scientific articles. Continuation of the development / presentation and evaluation of a business idea
7. Customer development, customer acquisition and making sales	2							2		
8. Business model testing and validation. Business model innovation	2		2					4		Analysis of cases and / or scientific articles.
9. Prototyping. Minimum viable product.	2							2		
Midterm exam	2							2		
7. Business planning and business plan	2		2					4		Group task. Presentation and analysis of cases and / or scientific articles. Continuation of the development / presentation and evaluation of a business idea
8. Globalisation, digitalisation and international entrepreneurship.	2		2					4		Group task. Presentation and analysis of cases and / or scientific articles. Continuation of the development / presentation and evaluation of a business idea

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

Author	Year of publication	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.