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Room RB 303

Aims of the course:

The subject offers the overview of entrepreneurship and develops the understanding of specific entrepreneurial situations. It supports entrepreneurial attitudes and motivation and develops skills needed for business start-up and efficient entrepreneurial approach. Another objective is to get in touch with real entrepreneurs and to understand their entrepreneurial spirit and skills.

Learning outcomes and competences:

Upon successful completion of this course, students will be able:

- to describe the entrepreneurial process and factors influencing entrepreneurial success, both from business and individual perspectives
- to evaluate entrepreneurial opportunity
- to analyze own strengths and weaknesses in relation to entrepreneurship
- to apply different forms of intellectual property in relation to specific entrepreneurial idea
- to prepare a business model and write down a business concept
- to present business concept in front of the investors in the form of short and detailed presentation

Course content:

- Entrepreneurship definition, framework models, entrepreneurship as a process, importance for the society and economy, entrepreneurial attitudes.
- Entrepreneurial personality: Personality characteristics, skills, motivation, and attitudes of entrepreneurs. Analysis of own strengths and weaknesses related to business foundation and management.
- Creativity development: The application of creativity in entrepreneurship.
- Entrepreneurial opportunities recognition and development: Coming up with new ideas, innovation process. Recognition of unsatisfied market need and/or ineffectively used resources.
- Becoming an entrepreneur: Start-up activities and process, steps and challenges. Buying an existing venture.
- Project validation: Techniques and concepts used for opportunity evaluation. Business idea development, business concept.
- Acquisition of an entrepreneurial team and employees: composition and management of an entrepreneurial team.
- Business idea and intellectual property.
- Corporate entrepreneurship: the need for entrepreneurship in corporations, barriers and how to overcome them, innovation champion and his/her activities, entrepreneurship support.
- Managing business growth: growth dimensions and phases. The role change: from an entrepreneur to a manager. Overcoming growth barriers. Self-development and time management, finding balance between business running and personal life.

Grading scale:

Grade	%
1	90 - 100
2	75 - 89
3	60 - 74
Failed	below 60
4+	50 - 60

Teaching methods and workload (hours of workloads):

Participation in lectures	26	hours
Preparation for lectures	12	hours
Attendance and participation in seminars/workshops/tutorials	26	hours
Preparation for seminars/workshops/tutorials	12	hours
Preparation of essay paper	40	hours
Preparation of presentation	40	hours
Preparation for final test	26	hours
Total	182	hours

Assessment methods (weight):

Active lecture/seminar/workshop/tutorial participation/ attendance	20 %
Term paper	25 %
Presentation	25 %
Final test	30 %
Total – maximum	100 %

Literature:

	ISBN	Title	Authors	Year
		Entrepreneurship a Psychological Approach.	LUKEŠ, M. -- LAGUNA, M.	2010
	0-07-123272-9	New venture creation : entrepreneurship for the 21st century.	TIMMONS, J A. -- SPINELLI, S.	2003
	0-13-090995-5	Entrepreneurship : strategies and resources.	DOLLINGER, M J.	2003
	0324258267	Enterpreneurship	KURATKO, D.	2004
		The psychology of entrepreneurship	BAUM, J R. -- FRESE, M. -- BARON, R A. (ed.).	2007