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Room RB 452

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:

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| Grade | % |
| 1 | 90 - 100 |
| 2 | 75 - 89 |
| 3 | 60 - 74 |
| Failed | below 60 |

Teaching methods and workload (hours of workloads):

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| 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):

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| 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 |