Entrepreneurship - enrolled				Code: 4.0.2422	
ECTS points: 2	Hours: 15	Semester: Winter		Status: Elective	Language: English

Lecturer: Joanna Próchniak, PhD
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Course description:

The main objective of the course is to identify and develop entrepreneurial ideas and opportunities.

Main topics:

1. Entrepreneurship (entrepreneurial skills, concepts and process of entrepreneurship, intra- vs. entre-preneurship)

2. Being a founder (how to turn an idea into a product, company environment and market analysis, business models on global market (incl. sharing economy), different revenue models)

3. Global Goals and challenges (identify and analyze global challenges, turn a global challenge into an entrepreneurial opportunity, GLOCAL, glocalization)

4. Scaling Up a Business and Fundraising (Crowdfunding, Venture Capital Financing, IPO)

5. How to prepare for a meeting with investor (raising capital) (business plan, teaser, pitch deck crowdfunding campaigns)

6. Education Technologies (EduTech) (virtual technologies trends in education, game technologies, cloud technologies, distance education, classroom management tools, paperless classrooms, business models of educational tools)

Reading list:

Leveraging Entrepreneurial Ambition and Innovation (…) (2015), World Economic Forum.
Global Entrepreneurship and Successful Growth Strategies of Early-Stage Companies (2011), World Economic Forum.
https://www.weforum.org/search?query=entrepreneurship
Damodaran A. Corporate Finance. Theory and practice. Second edition. Wiley 2001 (later edition preferred)
http://people.stern.nyu.edu/adamodar/New_Home_Page/home.htm
Frederick H., O'Connor A., Kuratko D.F. (2016) Entrepreneurship, Cengage Learning Australia.

Grading:

The final grades are based on the score according the University terms of study:

50% or less - 2,0 (fail)
>50% - 3,0 (pass)
>60% - 3,5 (pass +)
>70% - 4,0 (good)
>80% - 4,5 (good+)
>90% - 5,0 (very good)

Prerequisities:

There are no pre-requisites for this course