

Study Course Title	<i>Business and Organization Management I - Entrepreneurship</i>
Study Course Code	VadZB068
Branch of Science	Economics and business
Sub-branch of Science	Business management
Credits(ECTS)	3
Total Number of Contact Hours	30
Number of Lecture Hours	4
Number of Seminar and Practical Assignment Hours	26
Number of Hours for Laboratory Assignments	0
Independent Study Hours	45
Language of Instruction	Latvian and English
Responsible Unit	BA School of Business and Finance of the University of Latvia

Study form	Lectures	Seminars and Practical Assignments	Laboratory Assignments	Independent Studies
Full-time Regular Studies	4	26	0	45
Distance learning	2	4	0	69

Course Developer

Master`s Degree Program, Assoc. prof. Kristaps Lešinskis

Prerequisite Knowledge

Prerequisite knowledge required for the acquisition of the course corresponds to the study program admission requirements and the general knowledge, skills and competences obtained at the previous level of education.

Study Course Abstract

The course provides basic knowledge about the nature of entrepreneurship, the role of an entrepreneur in society and the diversity of the business environment, covering commercial, lifestyle, social and hobby entrepreneurship. The main resources for doing business will be examined - land, labor, capital and entrepreneurial skills, understanding their importance and mutual interaction. The course will introduce the basic principles of creating a business idea, creating a product and value proposition and managing a company.

The importance of industry analysis in business development will also be learned, identifying key industry trends and the competitive environment. Students will learn about financial sources and available support tools for starting a business in Latvia and in the international environment. At the end of the course, small and medium-sized businesses and large-scale businesses, their development and growth strategic alternatives will be examined, creating an understanding of the sustainable development and growth of a company.

The aim of the course is to provide students with a general understanding of the nature of entrepreneurship, entrepreneurial environment, planning and the key concepts associated with entrepreneurship and their interpretation.

Course Plan Full-time Regular Studies

- 1.The nature and substance of entrepreneurship. The entrepreneur and his role in society. Entrepreneurial environment. Types of entrepreneurship. Commercial, lifestyle, social, hobby entrepreneurship. 1L 3Pd
- 2.Entrepreneurial resources. Land, labor, capital, entrepreneurship. 3Pd
- 3.Business idea and its creation. Product, value proposition and its management in the company. 6Pd
- 4.Industry analysis. Methods and techniques. 1L 6Pd

- 5.Sources of financing and available support program. 1L 4Pd
 - 6.Small and medium sized enterprises. Corporative business. Growth strategies. 1L 4Pd
- Total 4L 26Pd

Course Plan Distance learning

- 1.The nature and substance of entrepreneurship. The entrepreneur and his role in society. Entrepreneurial environment. Types of entrepreneurship. Commercial, lifestyle, social, hobby entrepreneurship. 1L
 - 2.Entrepreneurial resources. Land, labor, capital, entrepreneurship. 1Pd
 - 3.Business idea and its creation. Product, value proposition and its management in the company. 1Pd
 - 4.Industry analysis. Methods and techniques. 1L
 - 5.Sources of financing and available support program. 1Pd
 - 6.Small and medium sized enterprises. Corporative business. Growth strategies. 1Pd
- Total 2L 4Pd

Characterization of students' independent work organization and tasks

Full-time: Group work and presentations on results.

Distance: Independent study via Moodle (video lectures, study materials, self-assessment tests, etc.)

Learning Outcomes

Knowledge:

- 1. Gains understanding of the nature, environment, types of entrepreneurship, the role of an entrepreneur in society and the profile of an entrepreneur
- 2. Knows the resources necessary for doing business and their sources.

Skills:

- 3. Can create a business idea, define a value proposition for the customer and conduct in-depth industry analysis

Competence:

- 4. Gains competence in business start-up planning and environmental analysis.

Requirements for Awarding Credits

Full Time

Intermediate tests or midterms:

- 1. Active participation in class - The test is graded on a 10-point scale. Weighting in the overall grade – 20%
- 2. Independent individual work and presentation - The test is graded on a 10-point scale. Weighting in the overall grade – 50%

Final test:

- 3. Written Exam - The test is graded on a 10-point scale. Weighting in the overall grade – 30%

Distance learning

Intermediate tests or midterms:

- 1. Active participation in class - The test is graded on a 10-point scale. Weighting in the overall grade – 20%
- 2. Independent individual work and presentation - The test is graded on a 10-point scale. Weighting in the overall grade – 50%

Final test:

- 3. Written Exam - The test is graded on a 10-point scale. Weighting in the overall grade – 30%

Criteria for Evaluating Learning Outcomes

In accordance with Regulations of the Cabinet of Ministers of the Republic of Latvia, at the end of the course, students' knowledge is evaluated according to the following criteria: the amount and the quality of the obtained knowledge, acquired skills and competence in compliance with the planned learning outcomes.

Type of Assessment	Learning Outcomes			
	1	2	3	4
1. Active participation in class	+	+	-	+
2. Individual work and presentation	+	+	+	+
3. Written exam	+	+	+	+

Compulsory Reading List

1. Neck H.M., Neck C.P., Murray E.L. (2018). Entrepreneurship: The Practice and Mindset, 1st Edition, Kindle Edition. SAGE Publications.
2. Barringer B.R., Ireland R.D. (2018) Entrepreneurship: Successfully Launching New Ventures, Global Edition 6th Edition, Kindle Edition. Pearson.

Further Reading List

1. Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2020). Entrepreneurship (11th Edition). McGraw-Hill Education, ISBN: 9781260565812, 752 pp.
2. Other recent studies and scientific publications

Periodicals and Other Sources

1. Materials prepared by lecturers in Moodle