



Syllabus for course "Entrepreneurship for engineers"

Learning outcomes	<p>After completing this course, the students should be able to:</p> <ul style="list-style-type: none"> - Understand the Fundamentals and specifics of Entrepreneurship - Know the International and National legislative basis of the Entrepreneurship - Understand the business ethic - Know the procedures to develop an idea and startup a new technology-based company - Develop the ability to translate a business idea into marketing and financial plans - Communicate and Negotiate With Potential Business Partners and Other Stakeholders. - Understand and systematically explore business environment and partnership - Understand and systematically explore basic processes in business modeling - Understand and systematically explore the important elements in managing companies and developing its human resources. 	
Syllabus (List of lessons)	1	Fundamentals of Entrepreneurship
		<ul style="list-style-type: none"> - Introduction to Technology Entrepreneurship and Technology Ventures; - Attributes and Myths of Technology Entrepreneurs; - Engineers as Entrepreneurs; - Mindset of the Entrepreneur and Entrepreneurial Leader; - Creating and Selling the Entrepreneurial Value Proposition; - Specifics of business and startups; - Team Building (students will work on specific business ideas chosen by them by creating teams among themselves).
	2	International and National legislative basis in the area of e-ship
		<ul style="list-style-type: none"> - Legal Forms of Entrepreneurial Activities - Intellectual Property Law - Contractual Law - Taxes and Taxation - Business Ethics And Negotiation
	3	Idea Generation and Feasibility Analysis
	<ul style="list-style-type: none"> - Entrepreneurial Idea Generation and Feasibility Analysis; - Technology Commercialization Potential; - Paths and Barriers from Idea to Market; - Assessing and Presenting the Opportunity. - Customer development - Problem-Solution fit - Business model generation - Validation plan 	
	4	Assignment - Case Study And Analysis. (Students will work on specific business ideas chosen by them (by creating teams among themselves). They should show why they think that their idea will be successful. They should compare their idea with

		already existing businesses. They should analyze why particular company /having similar idea like their/ is successful or not successful etc.).
	5	Business Planning and Execution
		<ul style="list-style-type: none"> - Business Structuring, Strategy and Management; - Business modeling and business planning; - Financial Analysis and Projections; - Market and Competitive Analysis; - Presenting a Clear, Concise, and Compelling Message (Opportunity); - Intellectual Property Strategies for Technology Companies; - Marketing, Sales and Distribution Strategies; - Investment and Financial Strategies; - Accessing to funding; - Venture Growth and Value Harvesting.
	6	Project - business plan development
		<p>Finalize the ideas in a Business Plan</p> <ul style="list-style-type: none"> - Articulate the goals of the new venture, develop a plan on how to reach to your customer, how to sell and pitch your offering, and determine the development time and resources needed to establish the company. - live presentation of the project in the shape of an elevator pitch.
Course literature		<p><i>Books on all the essential topics of entrepreneurship with some excellent case studies.</i></p> <ul style="list-style-type: none"> - Launching New Ventures: An Entrepreneurial Approach, by Kathleen Allen (Cengage Learning, 2015). - Technology Ventures: From Idea to Enterprise, 4th ed., by T. Byers, R. Dorf, and A.Nelson. (McGraw-Hill Press, 2015). - Technology Entrepreneurship, T. Duening, R. Hisrich & M. Lechter (Elsevier, 2015). - Innovation & Entrepreneurship, 3rd ed.”, J. Bessant & J. Tidd (J. Wiley & Sons, 2015). - The Start-Up Owner’s Manual, by S. Blank & B. Dork (K&S Ranch Publishers, 2012). - Preparing Effective Business Plans, 2nd edition, by B. Barringer (Pearson Press, 2015). <p><i>Books highlight the concept of the Business Model Canvas:</i></p> <ul style="list-style-type: none"> - “Business Model Generation, by A. Osterwalder & Y. Pigneur (J.Wiley & Sons, 2010). - “Value Proposition Design, by A. Osterwalder, Y. Pigneur, G. Bernarda, and A. Smith (J.Wiley & Sons, 2014).