

## School of Business and Economics

### Entrepreneurship

Period of the full minor: September - December (period 1 and 2)  
ECTS credits in total of this minor: 26 ECTS  
Language of Instruction: English

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#### Period 1 (September / October):

##### **Entrepreneurship: Theory and Practice (EBC2171) – 6,5 ECTS**

"Entrepreneurship: Theory and Practice" is an in-depth course designed to bridge the gap between academic entrepreneurship and its practical application in the business world. Named to reflect the significance of one of the leading journals in the field of entrepreneurship academia, this course aims to provide students with a robust foundation in academic entrepreneurship. Each year, the Academy of Management conference celebrates groundbreaking papers that have set foundational milestones in entrepreneurship academia. This course leverages a curated selection of these landmark papers to anchor the theoretical component of our curriculum.

However, true to its name, "Entrepreneurship: Theory and Practice" does not stop at theory. A significant portion of the course is dedicated to the practical aspects of entrepreneurship. Students will have the opportunity to draft a business plan based on an idea of their choice, employing the "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" methodology. This approach, developed and utilized by the Massachusetts Institute of Technology (MIT), offers a comprehensive framework for crafting a business plan. It introduces various checks and balances to critically assess, and if necessary, refine your business idea.

This dual focus ensures that students not only gain theoretical insights into entrepreneurship but also practical skills crucial for starting a successful venture. By the end of this course, you will understand the academic underpinnings of entrepreneurship, how to critically evaluate research in this field, and how to apply a disciplined methodology to bring your entrepreneurial ideas to fruition. Join us to explore the exciting intersection of entrepreneurship theory and practice, and equip yourself with the tools necessary for academic and practical success in the world of entrepreneurship.

##### **Diversity in Entrepreneurship (EBC2172) – 6,5 ECTS**

Welcome to "Diversity in Entrepreneurship," a comprehensive course designed to challenge and broaden your understanding of entrepreneurship beyond the traditional notion of business creation. Historically, entrepreneurship has been viewed through a narrow lens, focusing primarily on the mechanics of starting a business. However, recent decades have witnessed a paradigm shift, acknowledging entrepreneurship as a multifaceted phenomenon that manifests in various forms and spans all societal dimensions. This evolution calls for a reevaluation and expansion of our understanding to fully appreciate the complexity of entrepreneurship and its potential to contribute to the betterment of societies.

In this course, we will delve into the diverse landscape of entrepreneurship, exploring its multiple forms and the ways in which it intersects with various demographics and socioeconomic factors.

Through a series of engaging tutorials, we will adopt different perspectives to study entrepreneurship, examining various types of entrepreneurial endeavors and their relationship to different demographic groups and socioeconomic contexts.

Our goal is to enrich your knowledge of entrepreneurship, encouraging you to see it as a spectrum of activities that go beyond merely establishing a new business. By the end of this course, you will have gained a deeper insight into the expansive nature of entrepreneurship and its capacity to drive social and economic change. Join us as we embark on this journey to uncover the diverse expressions of entrepreneurship and learn how it can play a pivotal role in shaping more inclusive and equitable societies.

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### **Period 2 (October / December):**

#### **Social & Environmental Entrepreneurship (EBC2147) – 6,5 ECTS**

"Social Entrepreneurship" is a forward-thinking course designed to equip students with the knowledge and skills necessary to use entrepreneurship as a powerful tool for addressing complex sustainable development challenges. This course recognizes social and sustainable entrepreneurship as increasingly prevalent forms of organization that cross the boundaries of the private, public, and third sectors. A hallmark of these entrepreneurial efforts is their explicit and primary focus on social and environmental missions, which they pursue through innovative, creative approaches and strategies for generating earned income. Throughout the course, we will examine illustrious examples of social and sustainable enterprises, such as Tony's Chocolonely, Patagonia, and the Grameen Bank, along with other notable cases from around the world and within local contexts.

Participants in this course will learn how to apply entrepreneurial knowledge and skills to tackle social and environmental issues effectively. The curriculum is built around experiential, problem-based learning, allowing students to integrate theory with practice as they conceive and develop their ideas for new social and sustainable enterprises.

Key topics we will explore include critical case analysis, user-centered design, strategic planning, measuring social and environmental impact, and entrepreneurial pitching. This comprehensive approach is aimed at fostering a deep understanding of how entrepreneurship can be leveraged for social good and environmental sustainability. By the end of this course, students will be prepared to embark on their entrepreneurial journeys, equipped with the insights and tools needed to create impactful, innovative solutions to the world's most pressing problems. Join us to discover how you can contribute to meaningful change through the power of social entrepreneurship.

#### **Tech Entrepreneurship (EBC2144) – 6,5 ECTS**

The course Tech Entrepreneurship aims to help you understand and master core entrepreneurial challenges of turning science into products and products into businesses. In so doing, we will adopt a strongly entrepreneurial lens. That means that we will look at important technology commercialization activities through the eyes of a potential technology entrepreneur.

Adopting the view of technology entrepreneurs means that market-related aspects of science commercialization move center stage. In that, one of the most important tasks entrepreneurs have to perform is to understand their full opportunity space, i.e. the range of potential opportunities and the conditions of value creation within those opportunities. Opportunity validation and development becomes the key focus, all the while paying attention to the challenges of developing the technology in parallel. If this process is mastered it can be a highly rewarding task—not only for individual

inventors and their team, but also for stakeholders such as future employees, research and other value chain partners, the region, and the country.

The competencies you will acquire in this course will help you prepare for your own entrepreneurial journey. They will also be extremely valuable should you choose a career in managing technology at an established firm or within a public or private research lab. In particular university labs and corporate R&D department rely increasingly on professionals that help bridging the gap between science production (conference presentations, scientific publications, and patents) and commercial value creation (revenues, funding for scientific and applied research). In both settings efforts in research and development need to be legitimized and be able to answer to which extent they will ultimately result in economic performance—a core learning goal in this course.