

UNIVERSITY OF ECONOMICS - VARNA
MANAGEMENT AND ADMINISTRATION DEPARTMENT

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “INTERNATIONAL ENTREPRENEURSHIP”;

PROGRAMME: „INTERNATIONAL BUSINESS AND ECONOMICS“;

DEGREE: Masters’;

SEMESTER: 3;

TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 45 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:	45	
incl.		
) LECTURES	30	2
) SEMINARS (lab. exercises)	15	1
EXTRACURRICULAR	105	-

Prepared by:

1.
(Chief Assist. Prof. Katia Vladova, PhD)
2.
(Chief Assist. Prof. Julian Narlev, PhD)
3.
(Prof. Iordan Koev, Dr. of Ec. Sc.)

Head of department:
Management and Administration (Assoc. Prof. Dobrin Dobrev, PhD)

. ANNOTATION

This course focuses on how to conduct business across borders. It addresses how founders/ owners of entrepreneurial ventures and professional managers of entrepreneurial companies exploit international business opportunities and address the challenges of conducting business internationally. This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial international operations. It will provide students also with an understanding of the financing options available to start-up and developing companies. A set of lectures will introduce the above concepts, which will be explored further in a series of workshops.

The aims of the course are the following:

- a) To develop a critical evaluation of key issues in international entrepreneurship;*
- b) To develop profound knowledge and skills needed to identify and evaluate market opportunities for new businesses;*
- c) To develop a venture plan and abilities to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers*
- d) To develop presentation skills.*

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Entrepreneurship – main concepts and theories	2	1	
1.1	Who is an entrepreneur?			
1.2	The role of entrepreneurship for the economy			
2.	The evolution of Entrepreneurship	2	1	
2.1	Main approaches to entrepreneurship			
2.2	Importance of international entrepreneurship			
3.	The entrepreneurial perspective	2	1	
3.1	Entrepreneurial perspective and individuals			
3.2	Entrepreneurial motivation and creativity			
4.	Innovations and Entrepreneurship	4	2	
4.1	The nature of innovations			
4.2	The innovation process			
4.3	The role of innovations in the global economy			
5.	The global entrepreneurial plan	4	2	
5.1	Structure and key elements of the entrepreneurial plan			
5.2	Benefits of the effective entrepreneurial plan			
6.	Stages of entrepreneurial ventures	4	2	
6.1	The creation of a new company			
6.2	Growth and development of entrepreneurial ventures			
6.3	Partnerships and franchising			
7.	Entrepreneurship as risk taking and risk creation	4	2	

8.	Implementing and managing a global entrepreneurial strategy	4	2	
8.1	Market opportunities and their evaluation			
8.2	Factors determining the success and failures of newly created companies			
9.	International Entrepreneurship and Small Business Management	4	2	
	Total:	30	15	

. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL		extra-curricular, h.
1.	Midterm control		
1.1.	Case study	1	30
1.2.	Written assignment on a specific topic	1	30
	Total midterm control:	2	60
2.	Final term control		
2.1.	Examination (written assignment)	1	45
	Total final term control:	1	45
	Total for all types of control:	3	105

V. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Cooper, Br., Vlaskovits, P. *The Lean Entrepreneur: How visionaries create products, innovate with new ventures and disrupt markets*. John Wiley & Sons, 2013.
2. Fernhaber, St. A., Prashantham, Sh. *The Routledge Companion to International Entrepreneurship*. Routledge, 2015.
3. Hisrich, Robert D *International entrepreneurship: starting, developing, and managing a global venture*, 2nd Edition, SAGE Publications, 2013.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Burns, P. *Entrepreneurship and Small Business*. New York: Palgrave Macmillan, 2007.
2. Dollinger, M.J. *Entrepreneurship: Strategies and Resources*. Lombard: Marsh Publications, 2008.
3. *Entrepreneurship for Managers. Strategic Decision-making for Business Growth*. Routledge, 2015
4. Kuratko, D., R. Hodgetts. *Entrepreneurship: A Contemporary Approach*. New York: The Dryden Press, 2007.
5. *Fostering Innovative Entrepreneurship: Challenges and Policy Options*, Geneva: UNECE, 2012.
6. Ferguson, W. J. *The Wisdom of Titans: Secrets of Success from Entrepreneurs who rose to the Top*. Brookline: Bibliomotion, 2013.
7. Storey, D. *Understanding the small business sector*. London: Routledge, 1994.
8. Minniti, M. et al. *The Dynamics of Entrepreneurship: Evidence from the Global Entrepreneurship Monitor Data*, Oxford: Oxford Univ. Press, 2013.