

<b>Title of the Course</b>	<b>BASICS OF ENTREPRENEURSHIP</b>		
Amount in credit points/ ECTS)	2/3	Volume (in hours)	80
Grounding	-		
Science Sector	Social Science		
Science Subsector	Business Management		
<b>Summary of academic hours</b>		<b>Amount (academic hours)</b>	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
<b>1. level professional study programme</b>	Organisation and management of government institutions. Commerce. Management of micro, small and middle enterprises. Accounting and finance planning. Law. Tourism and hotel services. Human resource psychology and human resource management.		
<b>Author(s) of the course</b>	Dr.sc.admin. Iveta Cirule		
<b>Lecturer(s) of the course</b>	Dr.sc.admin. Iveta Cirule		
<b>Goal of the course:</b>	<p>To motivate the students and improve business skills and own resources, including creativity, to improve collaboration skills and ability to collaborate.</p> <p><i>Entrepreneurship is a lifelong learning skill, which individuals learn and improve during their lifetime. Creative thinking, ability to take risks, ability to collaborate and work in a team, financial awareness, ability to start and to finish projects are bases for entrepreneurship. These skills are important to everybody.</i></p>		
<b>Requirements for obtaining credit points (structure of course evaluation):</b>	<p><u>The final evaluation is calculated:</u>                  Moodle discussion/tasks – 40%                  Exam – 60%  <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i>  <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i></p>		
<b>Study Results:</b>			
<p>1. <i>Knowledge:</i></p> <p>1.1. To understand the process and environment of entrepreneurship.</p> <p>1.2. To understand the open innovation theory, to apply it to any company and to analyse it.</p> <p>2. <i>Skills:</i></p> <p>2.1. To understand the meaning of creative thinking in the development of innovative company, to be able to apply methods of creative thinking in professional work.</p> <p>3. <i>Competency:</i></p> <p>3.1. Ability to apply open innovation skills.</p>			

**Content of the Course**

No.	Subjects	Contact hours/ video audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual work/ discussions in distance	Exams/tests
1.	<b>BIZNESS IDEA :</b> Practical generation of ideas, evaluation and choosing.	8	5	2	2	2
2.	<b>METHODS OF CREATIVE THINKING TO IMPROVE BUSINESS IDEAS:</b> 2.1 To learn and understand the world renowned thinking guru Edward de Bono Lateral thinking methods. 2.2. To apply Lateral thinking methods during improving ideas in a team 2.3. Basics of idea management.		5	1	2	
3.	<b>BUSINESS MODEL:</b> 3.1. What is business model and how to create own business model for business and non-business ideas. 3.2. Kinds of business models and canvas business model. 3.3. Business model generating tools in e- environment. 3.4. Business model case study.		5	2	2	
4.	<b>WORLD TRENDS - SOCIAL BUSINESS:</b> 4.1. Principles of social business and topicality in Latvia and in the world. 4.2. Transformation of creative or business idea into a social business idea. 4.3. Support programmes for starting a social business.		5	1	2	
5.	<b>OPEN INNOVATION:</b>		5	2	2	

	<p>5.1. Open innovation - new paradigm of modern innovations</p> <p>5.2. Opportunities to get involved in the process of open innovations</p> <p>5.3. Specific skills and knowledge to do the process of open innovations and to take part in it.</p> <p>5.4. Opportunities to earn with open innovations if one does not have own business.</p>				
6.	<p><b>PITCHING or presentation skills:</b></p> <p>6.1. The essence of “lift speech”</p> <p>6.2. Contents of presentation</p> <p>6.3. Presentation of practical business idea and its recording (students record their own presentation of business idea, up to 3 mins long)</p>		5	2	2
7.	<p><b>Registration of BUSINESS:</b></p> <p>7.1. Individual economic operator</p> <p>7.2. Limited liability company (Ltd.)</p> <p>7.3. Non-governmental institution (NGO)</p> <p>7.4. Risks and opportunities starting business</p>		5	2	2
8.	<p><b>Role of a TEAM:</b></p> <p>8.1. BOSI DNA analyses</p> <p>8.2. Roles of team members</p> <p>8.3. Motivation and ability to cooperate</p> <p>8.4. Decision making about choosing a team, collaboration models during starting a business.</p> <p>8.5. Employee and member of the team – choosing and starting cooperation.</p>		5	2	2

<b>TOTAL:</b>	8	40	14	16	2
	<b>80</b>				

**Mastering the course and successfully passing examination, student is capable of** (*knowledge, skills and competencies*)

<b>Study Results:</b>	<b>Evaluation Criteria</b>		
	<i>(40-69%)</i>	<i>(70-89%)</i>	<i>(90-100%)</i>
<b>Knowledge</b> 1. To understand the process and environment of entrepreneurship	Has difficulties to understand the process and environment of business	Understands the process and environment of business, however has difficulties to apply it to a real company	Governs and fully understands the process and environment of business and is able to apply it to a real company freely
2. To understand the theory of open innovation, to apply it to any company and to analyse it	Has difficulties to understand the theory and apply it to own company and to analyse it	Understands open innovation theory, able to apply it to a company, however flaws in analyses of innovation management	Complete understanding of open innovation theory, able to analyse it and use it for the purpose of increasing competitiveness of a company
<b>Skills</b> To understand the importance of creative thinking in development of a company, ability to use methods of creative thinking in their professional work.	Partial understanding of the importance of the creative thinking, however difficulties to navigate through methods and their practical usage	Understanding of practical thinking, ability to navigate through methods of creative thinking, to use them during the process of creative thinking, however only by presence of a moderator or under supervision of a manager	Understanding of practical thinking, knowledge of methods of creative thinking and ability to choose suitable method and to apply it in the professional work for solving company's problems
<b>Competencies</b> Ability to use open innovation skills.	Partially able to apply open innovation skills	Understanding of open innovations skills and ability to use skills during the process of entrepreneurship, however only under the supervision of moderator or manager	Ability to understand open innovation skills and ability to use these skills independently during the process of entrepreneurship

**Acknowledgement of the obtained study results**

Study Results Evaluation Method	1.1.-1.2.	2.1	3.1.
	Moodle discussion/tasks	X	X
Exam	X	X	X

**Core Literature**

1.	Entrepreneur's Handbook. Latvijas investīciju attīstības aģentūra, 2018, available online: <a href="http://www.liaa.gov.lv/lv/biznesa-abc/uznemeja-rokasgramata">http://www.liaa.gov.lv/lv/biznesa-abc/uznemeja-rokasgramata</a>
2.	Bono, E. (2009) <b>Six Thinking Caps</b> , Rīga, Zvaigzne ABC.
3.	Abeltina, A. (2008) <b>Innovation – phenomena of XXI Century</b> , Latvia, Izdevniecība Turība.
4.	Ministry of Economics of the Republic of Latvia, (2005, 2007) <b>Key elements of Innovation, Handbook for Small and Medium Enterprises</b> , Rīga.
5.	Creation of business model CANVAS in e-environment, <a href="http://www.canvanizer.com">www.canvanizer.com</a>

**Recommended Periodicals**

1.	<b>Strategy of Europe 2020, Inovācijas savienība</b> <a href="http://www.innovation.lv/ino2/publications/lv10.doc">www.innovation.lv/ino2/publications/lv10.doc</a>
2.	Chesbrough, Henry, (2006) <b>Open Innovation</b> , The new Imperative for Creativity and Profiting from technology, USA, Harvard Business School press.
3.	Brakovska, V. (2017), Business model, available online <a href="https://static1.squarespace.com/static/5103d40fe4b065d4a1c32d90/t/58c92706be65940fb7833873/1489577750967/Vita+Brakovska_2_darba+grupa.pdf">https://static1.squarespace.com/static/5103d40fe4b065d4a1c32d90/t/58c92706be65940fb7833873/1489577750967/Vita+Brakovska_2_darba+grupa.pdf</a>