

HIGHER SCHOOL OF INSURANCE AND FINANCE, SOFIA

“ENTREPRENEURSHIP AND ENTREPRENEURIAL BEHAVIOR” COURSE DESCRIPTION

Major: Business Management

Degree: Master of Art

Type of study program/course: compulsory for part-time and distant training

Lead lecturer: Professor Rumiana Neikova

Course objective: The course allows students to obtain theoretical and practical knowledge in the area of entrepreneurship and business management in the actualities of constantly changing surrounding environment and customers' orientation values. The implementation of this objective is accomplished by exploring the nature and core characteristics of the entrepreneurial activities, trends and innovative lines in its development, discussion about the basic profile and functions of the entrepreneur, forms of entrepreneurship; the emphasis is on the skills needed to discover entrepreneurial “windows” and develop entrepreneurial strategies, as well as the culture of the contemporary entrepreneurship.

Resources needed: equipped computer room with internet access, multimedia, complete set of academic materials (study cases and tests) for students, video movies, scripts of business games.

Recommended literature:

1. Angelov, A., Principles of Management, UE, S., 2005
2. Awramov, V., Trade Entrepreneurship, S., 2001
3. Dracker, P., The New Realities, 1992
4. Dracker, P., Innovation and Entrepreneurship, S. 1993
5. Koev, Jordan, Entrepreneurship, **IK** “Steno”, Varna, 2007
6. Entrepreneurial Culture, S., 1994
7. Linder, J and others Entrepreneurship and management, Publisher Dionis, Sofia, 2007
8. Neikova, R Theory and Practice of Entrepreneurship, **UE, TU**-Gabrovo, 2002
9. Neikova, R., Principles of management, Publisher VUZF 2008
10. Petrov, M. and M. Slavova, Innovation: How to transform an idea into a product, Publisher Princes, S., 1996
11. Tzarev, N., Theory and Practice of Entrepreneurship, Varna, 1994

Method of teaching: lectures, seminars, assignments, solving individual problems, tutorials, written academic reports.

Method of evaluation: continuous assessment through tests, oral presentation and evaluation of the written academic report, written final exam which include a test and a theoretical question.

The final grade is based on the written final exam results (60 %), the tests grade (15%), the written academic report (15%) and the participation in seminar activities (10%)

APPROVED:

Rector:

/ prof. Grigori Vazov, PhD /

SYLLABUS

On the course **“ENTREPRENEURSHIP AND ENTREPRENEURIAL BEHAVIOR”**

Included in the curriculum of major: **“BUSINESS MANAGEMENT”**, Master’s program

Educational degree: **MASTER OF ART**

Field of higher education: **SOCIAL SCIENCES, ECONOMIC SCIENCES AND LAW** / code 3 /

Academic area: **ADMINISTRATION AND MANAGEMENT** / code 3.7. /

Professional qualification: **MASTER OF BUSINESS MANAGEMENT**

Form of study: **FULL-TIME, PART-TIME AND DISTANT TRAINING**

II ANNOTATION

The subject **“ENTREPRENEURSHIP AND ENTREPRENEURIAL BEHAVIOR”** has a theoretical and practical disposition. Its study is associated with the necessity to give students knowledge of the harsh changes set in the economy of our country and the global changes in the world economy, which cause numerous positive and negative results in the economies of particular countries. The course lectures discuss current problems of the entrepreneurial economics, conditions and factors for success or failure of the entrepreneurs, factors defining the cultural dimensions of the entrepreneurship, innovations etc.

III COURSE CONTENT AND SCHEDULE

№	Lecture and Seminar Topics	Academic hours	
		Part-time	Full-time & distant
1	2	3	4
	A. LECTURES		
	<u>MODULE I :Entrepreneurship and entrepreneurial management in the actualities of an advanced market economy</u>		
1.1.	Origin and historical development of the entrepreneurship	5	10
1.2.	Entrepreneurial economics – characteristics and trends of the innovations progress.		
1.3.	Dynamics and development of the entrepreneurship in Bulgaria; government policy and regulation of the entrepreneurial activities.		
1.4.	Culture of the contemporary entrepreneurship.		
	<u>MODULE II : Entrepreneurial process and entrepreneurial decisions</u>	5	10
2.1	Nature and characteristics of the entrepreneurial innovative process		
2.2	The entrepreneurial idea and the decision to start up own business		
2.3	Analysis of the situation and the available resources		
1.4.	Management of the entrepreneurial activities.		
	<u>MODULE III : “The entrepreneur – characteristics and core functions”</u>	5	10
3.1.	Surrounding business environment of the entrepreneur – factors and growth trends of the innovative thinking		
3.2.	Duties and skills of the entrepreneur		
3.3.	Conditions and factors for success of the entrepreneur		
3.4.	Reasons for failure of the entrepreneurial activities		
	<u>MODULE IV : Entrepreneurial strategies</u>	5	10
4.1.	Entrepreneurial analysis – characteristic and methods		
4.2.	Characteristic and content of the entrepreneurial strategies		
4.3.	“Entrepreneurial forecasts”		
4.4.	Types of entrepreneurial strategies		
Общо		20	40
	B. SEMINARS		
1.	TOPIC ONE: Introduction to additional course readings and work on a text with the following topic “Historical development of the entrepreneurship - what should we keep and what should be dropped off?”	3	5
2.	TOPIC TWO: Review of the additional information about the nature and peculiarities of the innovations and the entrepreneurship in the actualities of globalizing market economies; writing a report.	4	5

3.	TOPIC THREE: Exploring the core characteristics of the innovative entrepreneurial style of management in the organizations and alternatives of the entrepreneurial decisions.	2	5
4.	TOPIC FOUR: Introduction to methods and integrated approaches of analysis and assessment of the innovative entrepreneurial activities in the organizations; probing the assessment of the entrepreneurial ideas.	2	5
5.	TOPIC FIVE: Introduction to the challenges that the Bulgarian economy faces as a member of the European Union in developing entrepreneurial activities	2	5
6.	TOPIC SIX: The role of the entrepreneurship in increasing the competitiveness of the Bulgarian economy.	2	5
Total:		15	30

B. INDIVIDUAL PROJECT / WRITTEN REPORT/

Objective: The objective of the individual project /written report/ is to assess the students' knowledge of the opportunities and the influence of the successfully implemented and operating management mechanisms in increasing the efficiency of the business activities under the circumstances of constantly extending internationalization of the national economy related to the membership of our country in the European Union. After being introduced to the methods and integrated approaches of the entrepreneurial management, described in the entrepreneurial literature, students should be able to identify and demonstrate the possibilities of implementing separate management mechanisms feasible for increasing the competitiveness of the Bulgarian economy in the actualities of the European economic alliance.

Content:

Introduction – Actuality of the problem and its status in the working practice

Part One – Short characteristic of the elaborated project and the viable sources for its financing

Part Two – Possible problems for the practical realization of the project and its financing

Conclusion

Literature

Technical requirements:

The report should be written using Microsoft Word as a computer document.

Volume 10 – 15 standard pages, script 12 pt.

All students are required to submit the written report at the end of the semester when student's booklet is turn in for signing by the lead lecturer.

Evaluation scheme and grading

I. During the semester

Tests, assignments and written report

II. Finalizing the grade for the semester

Written final exam which includes a test and a theoretical question

(The final grade will be affected by the term tests grade and the written report grade)

IV. LITERATURE

1. Angelov, A., Principles of Management, UE, S., 2005
2. Awramov, V., Trade Entrepreneurship, S., 2001
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COMPILER:

/prof. R. Neikova, PhD/