

ENTREPRENEURSHIP

Instructor:	Shirokova, Galina, Professor, Strategic and International Management Department, Graduate School of Management, St.Petersburg University E-mail: shirokova@gsom.pu.ru
Workload:	6 ECTS, 45 contact hours
Prerequisites:	Business planning, Strategy
Course Description	Entrepreneurship course is an introductory course intended to provide students with a solid foundation in terms of the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy. During this semester, we will assess, explore, critique, and celebrate the phenomenon of entrepreneurship. Entrepreneurship is approached as a way of thinking and acting, as an attitude and a behavior. Our emphasis is on entrepreneurship as a manageable process that can be applied in virtually any organizational setting. This is a course of many ideas and questions, and you will be encouraged to develop and defend your own set of conclusions regarding each of these issues. It is also a course that integrates a number of different disciplines, ranging from sociology and psychology to economics, finance, marketing, and human resource management. Further, it is a course that mixes theory with practice, and you will be challenged to apply principles, concepts and frameworks to real world situations.
Course Content (Topics and subtopics)	<p>Topic 1. Introduction. Entrepreneurship framework.</p> <p>Topic 2. “Who” is the Entrepreneur?</p> <p>Topic 3. Understanding the nature of opportunity</p> <p>Topic 4. Developing a business concept and business model</p> <p>Topic 5. Feasibility analysis and ecosystem analysis</p> <p>Topic 6. Getting to plan B: Breaking through to a better business model</p> <p>Topic 7. Growing the venture</p>
Course Organization	<p>The course integrates various teaching methods such as theory lectures, case studies, discussions, and a group project. Substantial classroom discussion is encouraged and expected. All students are required to work on the group project during the course.</p> <p>Students are expected to attend all classes and be fully prepared and actively participate in class discussions.</p> <p>Maximum number of students per group: 30</p>
Course Reading (the full list):	<p>Core reading:</p> <ul style="list-style-type: none"> • Bruce R. Barringer and R. Duane Ireland, Pearson Prentice Hall. <i>Entrepreneurship: Successfully Launching New Ventures, (2011)</i> <p>Supplementary reading:</p> <ul style="list-style-type: none"> • Blank S., Dorf B. <i>The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, 2014.</i> • Mullins J., Komisar R. <i>Getting to Plan B: Breaking Through to a Better Business Model, 2009.</i> Harvard Business Press. • Osterwalder A., Pigneur Y. <i>Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 2014.</i> New Jersey: John Wiley & Sons, Inc. • Read S., Sarasvathy S., Dew N., Witbank R., Ohlsson A-V. <i>Effectual Entrepreneurship, 2016,</i> Routledge.

	<ul style="list-style-type: none"> Reis E. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 2011. New York: Crown Publishing Group. 	
Exam format:	Final exam is based on the presentation of the team project in class.	
	Pitch Book Report evaluation	100%
	Requirement of handing in report in time	10%
	The quality of the report	50%
	Pitch presentation (Business concept + business model)	40%
Grading Policy (% or points)	Final evaluation	%
	Pitch book report (extended presentation of the business concept + business model)	30%
	Class participation	20%
	Final test	50%
	Final grade	100%