

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT MANAGEMENT AND ADMINISTRATION**

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**ACCEPTED BY:**

**Rector:**

**(Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: “ENTREPRENEURSHIP and INNOVATIONS”;**

**DEGREE PROGRAMME: „Business and Management“; BACHELOR’S DEGREE**

**YEAR OF STUDY: 3; SEMESTER: 5;**

**TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 165 h.**

**CREDITS: 8**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
<b>CURRICULAR:</b> incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS (lab. exercises)</li></ul>	45 30	2 2
<b>EXTRACURRICULAR</b>	75	-

Prepared by:

1. ....  
( Assoc. Prof. Julian Narlev, PhD. )

Head of department: .....  
„Management and Administration“ (Assoc. Prof. Dobrin Dobrev,

PhD)

## I. ANNOTATION

*This course focuses on how to conduct an entrepreneurial business and manage innovations. It addresses how founders/ owners of entrepreneurial ventures and professional managers of entrepreneurial companies exploit business opportunities and innovation as a crucial part of the business itself. This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial operations. It will provide students also with an understanding of the financing options available to start-up and developing companies.*

*This course is aimed at developing profound knowledge and skills needed to identify and evaluate market opportunities for new businesses as well as an ability to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers.*

## II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	<b>THEME 1. THE WORLD OF MODERN ENTREPRENEURSHIP</b>	<b>3</b>		
	1.1 The Role of Modern Entrepreneurship in the Economic development			
	1.2 Approaches to understanding modern entrepreneurship development			
	1.3. Directions of Modern Entrepreneurship			
	<b>THEME 2. THE EVOLUTION OF ENTREPRENEURIAL THEORY</b>	<b>3</b>		
	2.1 Classical theories of entrepreneurship			
	2.2 Modern Theories of Entrepreneurship			
	2.3 Paradigms of Entrepreneurship			
	<b>THEME 3. INNOVATION AND ENTREPRENEURSHIP</b>	<b>3</b>		
	3.1. Nature, role and type of innovation			
	3.2 Modern Aspects and Strands of Innovation			
	3.3 Role of Innovation in Entrepreneurial Discovery			
	<b>THEME 4. DETERMINANTS FOR ENTREPRENEURIAL GROWTH AND DEVELOPMENT</b>	<b>3</b>		
	4.1 Surveys of Entrepreneurial Activity and Development			
	4.2. Approaches and criteria of entrepreneurial growth			
	<b>THEME 5. ENTREPRENEURIAL WINDOWS, INNOVATIONS AND ENTREPRENEURSHIP</b>	<b>3</b>		
	5.1 Nature and types of entrepreneurial windows			
	5.2 Role of entrepreneurial windows in the entrepreneurial process			
	<b>THEME 6. THE ENTREPRENEURIAL PROCESS</b>	<b>4</b>		
	6.1. Essence of the entrepreneurial process			
	6.2 Stages of the Entrepreneurial Process - Methods and Perspectives			
	<b>THEME 7. METHODS OF ENTREPRENEURIAL</b>	<b>3</b>		

<b>ANALYSIS</b>						
7.1 Intuitive-creative methods for entrepreneurial analysis						
7.2 Analytical and creative methods for entrepreneurial analysis						
7.3 Market-oriented methods for entrepreneurial analysis						
<b>THEME 8: SUSTAINABLE ENTREPRENEURSHIP AND INNOVATIONS</b>				<b>3</b>		
8.1 Essence of Sustainable Entrepreneurship						
8.2 The Nature of Sustainable Innovation						
8.3. Models of Sustainable Entrepreneurship and Innovation						
<b>THEME 9. TECHNOLOGICAL ENTREPRENEURSHIP AND INNOVATIONS</b>				<b>3</b>		
9.1. Nature and role of technology entrepreneurship and innovation						
9.2. Diffusion of technological innovation						
9.3. Models of Technology Entrepreneurship and Innovation						
<b>THEME 10. ENTREPRENEURIAL MANAGEMENT AND INNOVATIONS</b>				<b>3</b>		
10.1. The emergence and role of entrepreneurial management						
10.2. Models of Entrepreneurial Management						
<b>THEME 11. INTERNAL ENTREPRENEURSHIP AND INNOVATIONS</b>				<b>3</b>		
11.1 Nature and role of internal entrepreneurship						
11.2 Elements and models of internal entrepreneurship and innovation						
<b>THEME 12. MARKETING AND ENTREPRENEURSHIP</b>				<b>3</b>		
12.1. Communications for innovation and entrepreneurship						
12.2 Virtual entrepreneurship and innovation						
12.3. Communications and entrepreneurial management						
<b>THEME 13. ENTREPRENEURIAL CULTURE</b>				<b>3</b>		
13.1. Nature and role of entrepreneurial culture						
13.2. Elements, Factors and Interactions of Entrepreneurial Culture						
13.3. Intercultural differences and entrepreneurship						
<b>TOPIC 14. SOCIAL ENTREPRENEURSHIP AND INNOVATIONS</b>				<b>3</b>		
14.1 Occurrence and Prerequisites for Social Entrepreneurship						
14.2 Social Innovation and Social Enterprises - Essence and species						
14.3 Models of social enterprises and social innovations						
<b>Total:</b>				<b>45</b>	<b>30</b>	<b>75</b>

### III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
1.	Midterm control		

1.1.	Case-study assignment or	2	15
1.2.	Midterm test		
1.3.	Written assignment of preparing a venture plan	1	30
<b>Total midterm control:</b>		<b>3</b>	<b>45</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	1	30
<b>Total final term control:</b>		<b>1</b>	<b>30</b>
<b>Total for all types of control:</b>		<b>4</b>	<b>45</b>

#### **IV. LITERATURE**

##### **REQUIRED (BASIC) LITERATURE:**

1. Hisrich, Robert D., 2016 – “International Entrepreneurship”- SAGE Publications India Pvt.Ltd.
2. Dollinger, M.J. *Entrepreneurship: Strategies and Resources*. Lombard: Marsh Publications, 2008.
3. *Entrepreneurship for Managers. Strategic Decision-making for Business Growth*. Routledge, 2015.

##### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. A Survey on Women's Entrepreneurship and Innovation. New York: UN, 2014.
2. Burns, P. *Entrepreneurship and Small Business*. New York: Palgrave Macmillan, 2007.
3. Berra, A. G. et al. *Case Studies Book on Entrepreneurship and Innovation & Business Creation and Management*. Ruse: Ruse University, Bulgaria, 2011.
4. *Fostering Innovative Entrepreneurship: Challenges and Policy Options*, Geneva: UNECE, 2012.
5. Ferguson, W. J. *The Wisdom of Titans: Secrets of Success from Entrepreneurs who rose to the Top*. Brookline: Bibliomotion, 2013.
6. Storey, D. *Understanding the small business sector*. London: Routledge, 1994.
7. Minniti, M. et al. *The Dynamics of Entrepreneurship: Evidence from the Global Entrepreneurship Monitor Data*, Oxford: Oxford Univ. Press, 2013.
8. Wickham, Ph. *A Strategic Entrepreneurship*. Harlow: Prentice Hall, 2004.