CONTINUOUS BUSINESS DEVELOPMENT PROJECT IV

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| Course code | *MGN 262* |
| Compulsory in the programmes | *Entrepreneurship and innovation* |
| Level of studies | *Undergraduate* |
| Number of credits | *3 ECTS* |
| Course coordinator (title and name) | *Dr. Eigirdas Žemaitis* |
| Prerequisites | *none* |
| Language of instruction | *English* |

**THE AIM OF THE COURSE:**

The main aim of the course is to focus on preparing a viable business plan for the investors and business development. The course focuses on the practical application of theory, models, and tools, mentors feedback to develop business solutions or demo projects. The course is based on active mentorship and workshop sessions dedicated to help students to overcome main obstacles in business idea development process.

**MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS**

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| Course level learning outcomes (objectives) | Degree level learning objectives (Number of LO) | Assessment methods | Teaching methods |
| CLO1. The student can describe and design main business concept to solve existing customer problems | BLO1.1 | Written and oral reflections & explanations | Lectures, guest speaker, videos, online information sources |
| CLO2. The student demonstrates their ability to present the concept to the mentors and investors and able to articulate main challenges and needs for further development | BLO 4.1  BLO4.2 | In-class presentations, | Lectures, mentorship |
| CLO3. The student can prepare a detailed market research and technology analysis for their business idea | BLO1.2 | Reflection report | Lectures, mentorship, workshops |
| CLO4. Students are able to actively communicate their business plan | BLO1.2  BLO4.3 | Demo project | Workshops, mentorship |

**ACADEMIC HONESTY AND INTEGRITY**

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regards to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

**COURSE OUTLINE**

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| **Topic** | **In-class hours** | **Readings** |
| Introduction. Progress presentations of the teams. | **2** | Will be announced on e-learning |
| Introduction into strategic management. Business planning. | **4** | Will be announced on e-learning |
| Market analysis frameworks. Research tools. | 4 | Will be announced on e-learning |
| Business processes overview and its importance | 4 | Will be announced on e-learning |
| Innovation financing | 4 | Will be announced on e-learning |
| Consultations on Business plan draft | 2 | Will be announced on e-learning |
| Final business plan presentation to the investors and other stakeholders | 4 | Will be announced on e-learning |

**FINAL GRADE COMPOSITION**

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| --- | --- |
| **Type of assignment** | **%** |
| *Group Components 40%* |  |
| Project progress presentation to the investors | 20 |
| Peer review of other papers | 20 |
| *Individual Components 60%* |  |
| *Written parts of the group project* | 20 |
| *Final exam* | 40 |
| **Total:** | **100** |

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

*(Provide short descriptions and grading criteria of each assignment)*

**Group components evaluation:**

**Project progress presentation to the investors**. Each project will be evaluated by peers (40 %) and professor (60 %). Final presentation and written paper will be evaluated.

**Peer review of other papers.** Each team will get evaluation for the quality of the analysis of peer business plan.

**Individual Components evaluation:**

**Written parts of the group project.** Each team member will be responsible for separate parts in business plan. They will be evaluated for their own input.

**Final exam. Test/open questions will be provided.**

**RETAKE POLICY**

If final (cumulative) mark of the course, including final exam score, is insufficient, students will be allowed to exercise their right of retake. The retake exam will cover all lectures and case-discussion topics discussed in class during the course. Retake will be based on theoretical test/case analysis and will replace 40 % of the final exam.

**ADDITIONAL REMARKS**

**REQUIRED READINGS**

1. Entrepreneurship : the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. Los Angeles : SAGE, 2018.
2. Essentials of Entrepreneurship and Small Business Management, 8th edition, *Norman M. Scarborough and Jeffrey R. Cornwall, Pearson Education 2016.*

**RECOMMENDED READINGS**

**ANNEX**

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing, Finance,*

*Industrial Technology Management*

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| --- | --- |
| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| BLO4.3. Students will be able to convey their ideas effectively in a written paper |

**Learning objectives for the Bachelor of Social Science**

*Programmes:*

*Economics and Data Analytics,*

*Economics and Politics*

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| --- | --- |
| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines |
| ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements |
| Students will have skills to employ economic thought for the common good | ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving |
| Students will be technology agile | ELO3.1. Students will demonstrate proficiency in common business software packages |
| ELO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| ELO4.2.Students will be able to convey their ideas effectively through an oral presentation |
| ELO4.3. Students will be able to convey their ideas effectively in a written paper |