



CONTINUOUS BUSINESS DEVELOPMENT PROJECT IV

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

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

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

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

Type of assignment	%
<i>Group Components 40%</i>	
Project progress presentation to the investors	20
Peer review of other papers	20
<i>Individual Components 60%</i>	
<i>Written parts of the group project</i>	20
<i>Final exam</i>	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*

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*

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