



BA SCHOOL OF
BUSINESS AND FINANCE

Prof. Bachelor Study Programme ``Business process management``

DESCRIPTION OF A STUDY COURSE

Course unit title	Business and Organization Management I - Enterpneurship			
Programme	Business process management			
Year of study	1			
Academic year	2022./2023.			
Level of course unit	Bachelor			
Course unit code	BP013			
Name of lecturer(s)	Kristaps Lešinskis			
Credit points	2			
Number of ECTS credits allocated	3			
Language of instruction	Latvian or English			
Type of course unit (compulsory, optional)	Compulsory			
Semester when the course unit is delivered	1			
Mode of delivery	full-time education			
Aim of Course	The aim of the course is to provide students with a general understanding of the nature of entrepreneurship, entrepreneurial environment, planning and the key concepts associated with entrepreneurship and their interpretation.			
Preliminary knowledge	Ability to work independently	Math in the level of secondary education	Business English	

Course contents	No	Title	
	1.	The nature and substance of the entrepreneurship. The entrepreneur and his role in society. Entrepreneurial environment. Types of entrepreneurship. Commercial, lifestyle, social, hobby entrepreneurship.	
	2.	Entrepreneurial resources. Land, labour, capital, entrepreneurship.	
	3.	Business idea and its creation. Product, value proposition and its management in the company.	
	4.	Industry analysis. Methods and techniques.	
	5.	Sources of financing and available support programmes.	
	6.	Small and medium sized enterprises. Corporative business. Growth strategies.	
The study course calendar	No	Topic	Type of assessment
	1.	Introduction to study course. The nature and substance of the entrepreneurship. The entrepreneur and his role in society. Entrepreneurial environment. Types of entrepreneurship. Commercial, lifestyle, social, hobby entrepreneurship.	Active participation in the class
	2.	Entrepreneurial resources. Land, labour, capital, entrepreneurship.	Individual work; Individual work and the presentation
	3.	Business idea and its creation. Product, value proposition and its management in the company.	Individual work; Individual work and the presentation
	4	Industry analysis. Methods and techniques.	Individual work; Individual work and the presentation
	5	Sources of financing and available support programmes.	Literature discussion
	6	Small and medium sized enterprises. Corporative business. Growth strategies.	Literature discussion
	8	Final test	Test
	9	Final work defense	Individual work; Individual work and the presentation

Planned learning activities and teaching methods	Assessment of learning outcomes		Distribution (%)			
	Active participation in the class		20%			
	Individual work; Individual work and the presentation		50%			
	Literature discussion		10%			
	Test		20%			
	Total (%):		100%			
	Teaching methods		Student workload (h)			
	Classes in the auditorium		16			
	Work in the library		14			
	Lecturer-led class discussion		4			
	Student-led class discussion		4			
	Lecturer-led group assignments		4			
	Lecturer-led Individual assignments		8			
	Industry representative-led demo lecture		4			
	Case study		8			
	Literature review/analysis		6			
	Video recording analysis		2			
	Debates		6			
	Terminology tests and crossword puzzles		4			
Total (h):		80				
Planned learning outcomes	No	Learning outcomes			No of progr. study	
	1	Understanding the nature of the entrepreneurship, entrepreneurial environment, types of entrepreneurship, the role of the entrepreneur in society			1, 3	
	2	Is familiar with the resources and sources needed to conduct the entrepreneurship.			7	
	3	Is able to create a business idea, define a value proposition for a customer, and perform an in-depth industry analysis.			8, 11	
	4	Gains the competence for starting and planning of entrepreneurship and environmental analysis			4, 10	
Assessment methods and criteria	Learning outcomes		1	2	3	4
	Assessment methods					
	Home works and examinations		•	•	•	•
	Individual work; Individual work and the presentation			•		•
Test		•	•			

Mandatory and supplementary literature	Mandatory literature 1. Neck H.M., Neck C.P., Murray E.L. (2018). Entrepreneurship: The Practice and Mindset, 1st Edition, Kindle Edition. SAGE Publications. 2. Barringer B.R., Ireland R.D. (2018) Entrepreneurship: Successfully Launching New Ventures, Global Edition 6th Edition, Kindle Edition. Pearson. Supplementary literature 1. Recent scientific publications and other researches
Evaluation criteria of learning outcomes.	
Grade	Explanation
<i>10 (outstanding)</i>	Knowledge, exceeding curriculum requirements, attests independent research and deep understanding of a problem
<i>9 (excellent)</i>	Complete acquaintance with curriculum requirements, ability to apply gained knowledge independently
<i>8 (very good)</i>	Complete acquaintance with curriculum requirements, though at times lacks deeper understanding and ability to affiliate gained knowledge with more complicated issues.
<i>7 (good)</i>	Curriculum requirements mastered, although less important knowledge gaps can be detected
<i>6 (above average)</i>	Acquaintance with curriculum requirements, though lack of problem understanding in detail can sometimes be detected
<i>5 (average)</i>	General knowledge of curriculum requirements although lacks understanding of several problems in general
<i>4 (below average)</i>	General knowledge of curriculum requirements, competence corresponds to minimum of curriculum requirements, problematic application of gained knowledge in practice
<i>3 (weak)</i>	General knowledge of a curriculum gained, though a complete lack of orientation in other relevant issues is detected. Additional studies required to get an assessment.
<i>2 (very weak)</i>	General knowledge on certain relevant issues in a curriculum gained, curricula requirements are not completed on average
<i>1 (extremely weak)</i>	A complete lack of basic curricula requirements is detected, almost no knowledge on a basic curriculum

