Study program: Business Informatics

Type and level of studies: Undergraduate studies (first level)

Course unit: Digital entrepreneurship

Teacher in charge: Jelena Erić Nielsen

Language of instruction (*English or other foreign language*): English

ECTS: 7

Prerequisites: Basic knowledge in the field of Management and Organization

Semester: *Winter*

Course unit objective: Digital entrepreneurship combines traditional approach to starting a business venture with the latest technological advancements and business opportunities they generate. Technologies such as artificial intelligence, Big Data, blockchain, virtual and augmented reality, medical diagnostics, biotechnology, advanced manufacturing and robotics, sustainable energy sources, and nanotechnology are key drivers of global economic growth, creating millions of jobs every year. The process of founding and managing technological ventures is specific in nature, as the biggest challenge lies in conceptualizing and developing a business model that enables rapid but stable growth from a small venture to a large company in a short period of time. The aim of the subject is to enable students to learn the basics of creating and managing technological ventures. The purpose of the subject is for students to learn and understand how modern technological advancements can be utilized through new entrepreneurial endeavors to solve economic and social issues. Key considerations are focused on new ways of product design, market approaches, collaboration through platforms and networks, as well as innovations in developing an appropriate business model, assessing market potential, etc.

Learning outcomes of Course unit

- Critical understanding of the processes and specific challenges in the development of digital ventures;
- Understanding key principles of evaluating and selecting promising business ideas;
- Ability to independently structure and develop a business plan;
- Analysis and development of an appropriate business model;
- Understanding and comparison with best practices in digital business environments;
- Skills in writing, teamwork, presenting problems, discussing, evaluating, and synthesizing information.

Course unit contents

Theoretical lectures:
The nature and importance of entrepreneurship; Creativity, innovation, and generating business ideas; Financing a new venture; Business plan; Specifics of digital entrepreneurship; Digital entrepreneurship in contemporary conditions; Contemporary digital business models; Business model - basic elements; CANVAS approach to business model development; Digital entrepreneurship and knowledge economy; Relationship between entrepreneurship and technology; Digital competencies; Challenges of digital entrepreneurship; Exit strategies.
Practical lectures:
Business plan, interview with entrepreneur, case studies, research projects etc.

Literature

- Weil, P. & Woerner, S. L. (2018). *What's your digital business model?* Harvard Business Review Press, Boston, Massachusetts.
- Hisrich, R. D., Peters, M.P., & Shepherd, D. A. (2011). *Entrepreneurship*, 7th ed., Irvin-McGraw-Hill.

Number of active teaching hours				**Other classes**
Lectures: 3	Practice: 2	Other forms of classes:	Independent work:	

Teaching methods

Examination methods (maximum 100 points)

Exam prerequisites	**No. of points:**	**Final exam**	**No. of points:**
Student's activity during lectures	**10**	oral or written examination	30
practical classes/tests	2x25=50		
Seminars/homework	10	.....	
Project			
Other			