

<b>Study Programme: Engineering Management</b>			
<b>Course Unit Title: Entrepreneurial strategies</b>			
<b>Course Unit Code: IM1227</b>			
<b>Name of Lecturer(s): Jelena Borocki</b>			
<b>Type and Level of Studies: bachelor</b>			
<b>Course Status (compulsory/elective): elective</b>			
<b>Semester (winter/ summer): summer</b>			
<b>Language of instruction: english</b>			
<b>Mode of course unit delivery (face-to-face/distance learning): face-to-face</b>			
<b>Number of ECTS Allocated: 4</b>			
<b>Prerequisites: none</b>			
<b>Course Aims:</b> This course provides an integrated strategy framework for start-ups. The course is structured to provide a deep understanding of the core strategic choices facing innovation-based entrepreneurs, a synthetic framework for the process of choosing and the implementation of entrepreneurial strategy, and the core challenges and approaches for scaling ventures over time. Entrepreneurial strategies should help students to (1) improve their entrepreneurial orientation, (2) integrate their entrepreneurial orientation with strategic decision making process, (3) better understanding different phases of business development and to (4) create different strategies appropriate for creating, development and closing business.			
<b>Learning Outcomes:</b> Students will gain competencies to: (1) recognize the basic phase in which small business is; (2) analyze different internal and external components which could make an influence on company's future growth and development; (3) create, analyze and choose an appropriate strategy for specific phase of company's level of development, its size and other important characteristics.			
<b>Syllabus.</b> The course highlights the process by which founders can navigate the entrepreneurial strategy choice process, offers a framework for assessing the the tradeoffs involved in alternative entrepreneurial strategies, and a playbook for implementation of particular entrepreneurial strategies. Intellectual Property, Disruption, Architectural and Value Chain Strategies. Choices that make entrepreneurial strategy: Customer, Technology, Identity and Competition. Adequate strategies for entering and leaving market.			
<b>Required Reading:</b> Relevant literature in English, tbd			
<b>Weekly Contact Hours:2</b>	<b>Lectures: 2</b>	<b>Practical work: 2</b>	
<b>Teaching Methods:</b> The course combines interactive lectures, case analyses, and direct engagement with start-ups. The course draws on a rapidly emerging body of research in entrepreneurial strategy that moves beyond the “one size fits all” approach to start-ups and instead focuses on the key choices that founders face as they start and scale their business. The cases and assignments offer an opportunity to integrate and apply the entrepreneurial strategy framework in a practical way, and draws from a diverse range of industries and settings.			
<b>Knowledge Assessment (maximum of 100 points):</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Attendance			
Computer exercises			
Tests (4x)			

