

CET Syllabus of Record

Program: CET Prague

Course Title: Entrepreneurship in Europe - Case Study: The Czech Republic

Course Code: PR/IBUS 347

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: International Business / Business, Entrepreneurship, Economics, Sociology

Language of Instruction: English

Prerequisites/Requirements: None, open to all students



Description

The course examines European approaches to entrepreneurship with a focus on the Czech Republic. Specifically, in this course we explore the role of entrepreneurs in the post-Communist economy, current innovations and creative approaches to business ventures, and modern entrepreneurial methodologies. Students have direct contact with different players in the Czech entrepreneurial sector and acquire knowledge and skills relevant for entrepreneurs in both the local and broader European context.

Objectives

Through their participation in this course, students are expected to:

- Understand basic concepts related to entrepreneurship and innovation, and explore their impact from both macro and micro perspectives.
- Analyze local and regional case studies that illustrate lessons in entrepreneurship
- Learn and put in action the entrepreneurial tools and methodologies necessary to launch a new venture (including generating new ideas, creativity and innovation as well as startup product development and testing)
- Understand the dynamics of high performance teams, identify different roles within a team, and understand the personal role for each student.
- Analyze how new ventures are financed, how investors evaluate business opportunities, and how to correctly present a project to a potential investor

Course Requirements

Requirements for this course include:

- Interactive lectures and case studies
- Preparation for every class
- Reflection essays and presentations in front of the class
- Final paper
- Team project to prepare the launch of a new startup

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- Peer feedback

Students are expected to abide by CET's attendance policy.

Methods of Evaluation

- Class participation and attendance 20%
- Individual homework assignments 20%
- Final paper 20%
- Team project 20%
- Presentations feedback and participation on field trips 20%

Primary Texts

Benáček, Vladimír. "The Rise of the 'Grand Entrepreneurs' in the Czech Republic and Their Contest for Capitalism." *Sociologický Časopis / Czech Sociological Review* 42.6 (2006): 1151-170.

Blank, Steve and Dorf, Bob. *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K & S Ranch, 2012.

Lukeš, Martin, and Jan Zouhar. "Development of Entrepreneurial Attitudes and Entrepreneurial Activity of Youths in the Czech Republic". The 8th International Days of Statistics and Economics, Prague, September 11-13, 2014.

Maurya, Ash. *Running Lean: Iterate from Plan A to a Plan That Works (Lean Series)*. O'Reilly Media, 2012.
Osterwalder, Alexander. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley, 2010)

Peng, Mike W., and Stanislav V. Shekshnia. "How Entrepreneurs Create Wealth in Transition Economies [and Executive Commentary]." *The Academy of Management Executive* (1993-2005) 15, no. 1 (2001): 95-110.

Smallbone, David, and Welter Friederike. "Entrepreneurship and the Role of Government in Post-Socialist Economies: Some Institutional Challenges." *Historical Social Research / Historische Sozialforschung* 35.2 (132) (2010): 320-33.

Supplementary Texts

Articles are assigned weekly from *The Economist* and other current sources

Outline of Course Content

Week 1

Introduction. Innovation and Entrepreneurship

- Topics: Entrepreneurship, creativity, innovation, team work.

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Week 2

Czech and European Entrepreneurial landscape

- Topics: Learn how to describe entrepreneurship and different business models

Week 3

Opportunity Identification

- Topics: Analyze, understand and explore the process to identify and evaluate market

Week 4

Business Models

- Topics: Review "Business Model Canvas" Understand what a business model is, its building blocks and the particularities for the Czech Republic Build a business model for the class project.

Week 5 (6h)

Presenting Your Product and Company

- Understand the process to prepare a product or company presentation for potential customers or investors.

Week 6

Mid-Term Evaluation and presentations

Week 7

Site visit to local start-ups

Week 8

Target Markets: European and beyond?

- Topics: Understand how to target the market

Week 9

Financing of Entrepreneurial Ventures

- Topics: Understand the financing of entrepreneurial ventures in the European market and evaluate the potential of the class project.

Week 10

Social Entrepreneurship

- Topics: ventures in the non-profit sector

Week 11

Site visit and case study of non-profits

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Week 12

Projects Final Presentation