

COURSE SPECIFICATION

Part 1: General information						
Course Title	Entrepreneurial Skills for the Information Technology Industry					
Course Code	B-747-01	External ID	UFCFRX-12-3	Level	B	
Credits	4	ECTS Credits	6			
Faculty/unit	Transport and Management Faculty	Field	Management sciences			
Course Type	Standard	Parts	1	Distribution	4	
Pre-requisite	No requisite					
Course leader	Gabelaia Ioseb, Ph. D., invited lecturer					
Teaching Staff	Gabelaia Ioseb, Ph. D., invited lecturer Merchan Emmanuel, Ph. D., professor					

Part 2: Description							
Annotation	The course aims to give students fundamental knowledge and develop entrepreneurial skills. The course utilising the following syllabus: The Product or Service; Practical Issues; Launching your First Hi-tech Start-up; Business Planning and Fund Raising; Company Law; Setting up your Office; Managing your finances; Making your Fortune.						
Educational aim	The course aims to give students fundamental knowledge and develop entrepreneurial skills.						
Hours	Study form	Total, h	Contact hours, h			Independent study, h	
			Lectures	Practical	Total		
	Full-time	160	0	64	64	96	
	Part-time	160	0	32	32	128	
	Distance	160	4	0	4	156	
Syllabus and Study plan	Type	Themes/Activity	Contact hours, h			Week	
			Full-time	Part-time	Distance	From	To
	Part 1						
	P	The Product or Service: - Deciding on the product - Competitive marketplace - The customer value proposition - Distinctive Selling Point	8	4	2	W1	W2
	P	Practical Issues: - Building a demonstration prototype - The manufacturing process - How to subcontract	10	4	0	W3	W5
	P	Launching your First Hi-tech Start-up: - Virtual Company Start-up Strategy - Billionaire role-models - Your moneymaking idea - Your team – Partners, Investors and Shares - Your web site	8	4	0	W6	W7
P	Company Law: - Basic types of companies - Forming a Limited Liability Company - Protecting your Intellectual Property - Formal Company Law Requirements	8	4	0	W8	W10	

Syllabus and Study plan	P	Setting up your Office: - Electronic office - Staff recruitment and employment - Electronic Commerce	10	4	0	W11	W13
	P	Managing your finances: - Bookkeeping - Understanding financial statements - Company taxation - Profitability, forecasting and pricing	6	4	0	W13	W14
	P	Making your Fortune: - Marketing - Public Relations, advertising, sales - Going Global – international expansion - The exit – trade sales and going public	10	6	0	W14	W16
	P	Presentation	4	2	2	W16	
Learning outcomes	#	Learning outcome					
	LO1	Appreciate and apply a range of skills required to successfully launch a hi-tech start-up and/or new product or service					
	LO2	Develop a business model and a business action plan					
	LO3	Analyse market opportunities for a new hi-tech product using heterogeneous, multi-sourced data					
	LO4	Plan and execute a campaign to promote a new product to likely customers					
	LO5	Plan and organise a demonstration of a prototype for the new service or product					
Obligatory reading list		<ul style="list-style-type: none"> • Magliolo, Jacques. The Rainmaker : Start-Up to Conglomerate, Business Expert Press, 2019. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=5784058. • Models of Start-Up Thinking and Action : Theoretical, Empirical, and Pedagogical Approaches, edited by Andrew C. Corbett, and Jerome A. Katz, Emerald Publishing Limited, 2016. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=4717111. 					
Additional reading list		<ul style="list-style-type: none"> • Alhabeeb, M. J.. Entrepreneurial Finance : Fundamentals of Financial Planning and Management for Small Business, John Wiley & Sons, Incorporated, 2015. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1895545. • Shelters, David. Start-Up Guide for the Technopreneur : Financial Planning, Decision Making, and Negotiating from Incubation to Exit, John Wiley & Sons, Incorporated, 2013. ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1095507. 					

Part 3: Assessment strategy

Assessment strategy	<p>The assessment of this module consists of two components. First, students are expected to make a presentation in which they pitch their product or service to academics and professional mentors. This allows them to practice and refine presentation skills, essential to most graduates. The second component of the assessment is a portfolio of work, produced as the course progresses which documents the process undertaken during the course. Students will work in groups of 4 or 5 to progressively carry out the series of steps for product and initial enterprise development. These steps will be described through lectures and seminars presented by the Module Leader or Guest Speakers, as most appropriate.</p> <p>The students will also be provided with a reading list for private study. The groups are expected to identify a new service or product which will then become the focus of their attention throughout this course. Groups will be encouraged and supported to take up the opportunity offered by TSI and participate in the annual BigIdea competition, or equivalent regional events. This would provide an excellent way of comparing their business proposals with a wider range of competitors and expose their ideas to keener scrutiny. Scheduled learning includes lectures, seminars, tutorials, and workshops</p>					
Independent study	<p>The independent study is organised around the study of the self-reading materials provided by the teaching staff. Additionally, students should spend some time working around practical assignments and presentations.</p>					
Full-time						
First Sit Elements	Element weighting, %	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5
Resit Elements	Element weighting, %	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5
Part-time						
First Sit Elements	Element weighting, %	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5
Resit Elements	Element weighting, %	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5

Presentations	25	X	X		Presentation	LO2, LO3, LO5
Distance						
First Sit Elements	Element weighting, %	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5
Resit Elements	Element weighting, %	Obligatory	Final	Group work	Description	LO
Practical Tasks	75	X			Plan and organise a demonstration of a prototype for the new service or product (max 1650 words)	LO1, LO3, LO4, LO5
Presentations	25	X	X		Presentation	LO2, LO3, LO5



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Virtual Erasmus mobility
Entrepreneurial Skills for the Information Technology Industry 3 ECTS
February – April 2024

Sessions		Activities
13.02 8:45 am – 10:15 am	Virtual sessions	<p>Introduction to the course content: The Product or Service: Deciding on the product; Competitive marketplace;</p> <ul style="list-style-type: none"> • 2 ac. h online via BBB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
20.02 8:45 am – 10:15 am	Virtual sessions	<p>The customer value proposition; Distinctive Selling Point.</p> <ul style="list-style-type: none"> • 2 ac. h online via BB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
27.02 8:45 am – 12:00 pm		<p>Practical Issues: - Building a demonstration prototype; The manufacturing process; - How to subcontract.</p> <ul style="list-style-type: none"> • 4 ac. h online via BB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
05.03 8:45 am – 12:00 pm		<p>Launching your Start-up: Virtual Company Start-up Strategy; Your idea; Your team – Partners, Investors and Shares; Your web site.</p> <ul style="list-style-type: none"> • 4 ac. h online via BB (e.tsi.lv) • Self-reading and reporting (independent study) • Self-assessment quiz (independent study)
Intensive training week 11.03.- 08:45-12:00. 12.03.-08:45-12:00. 13.03. -08:45-12:00. 14.03. 08.45-12.00 15.03. 12.00 – 15:00	RIGA In person	<p>Company Law: Basic types of companies; Forming a Limited Liability Company; Intellectual Property; Formal Company Law Requirements;</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session <p>Setting up your Office: - Electronic office; - Staff recruitment and employment; - Electronic Commerce.</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session <p>Managing your finances: - Bookkeeping; - Understanding financial statements; - Company taxation; - Profitability, forecasting and pricing.</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session • <p>Making your Fortune: Marketing; Public Relations, advertising, sales; International expansion;</p> <ul style="list-style-type: none"> • 4 ac. h tutorial session <p>Cultural Activity – Riga City Guided Tour</p> <ul style="list-style-type: none"> • 4 ac. h



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19.03 8:45 am – 10:15am	Virtual sessions	Making your Fortune: The exit – trade sales and going public. <ul style="list-style-type: none">• 2 ac. h online via BB (e.tsi.lv)• Self-reading and reporting (independent study)• Self-assessment quiz (independent study)
09.04 8:45 am – 12:00pm		Project Presentation & Report <ul style="list-style-type: none">• 4 ac. h online via BB (e.tsi.lv)

Total: 34 academic hours + 46 academic hours for independent study = **80 academic hours = 3 ECTS.**

SYLLABUS

1.	Course title	Transport and Distribution Planning
2.	Sector of studies	Transport Logistics / Business
3.	Credit value	<u>3</u> ECTS
4.	Lecturer	Berdymyrat Ovezmyradov, Ph.D. <i>Email:</i> Ovezmyradov.B@tsi.lv
5.	Pre-requisites	<ul style="list-style-type: none"> • Students should be able to use spreadsheet software (<i>Excel/LibreOffice</i> and <i>Google Sheets</i>) for problem-solving assignments. • Google account is required to create online documents.
6.	Aim of this course	To provide students with practical knowledge in the area of transport and distribution by means of examining issues related to logistics system design, including the physical transport system, performance indicators, carrier services, and investments. Teaching in this course emphasizes Project-Based Learning with a business game, online reporting, and simulations. The course features an innovative use of a serious game played by students to acquire a deeper knowledge of decision-making in logistics.
7.	Learning outcomes	<p>After successful completion of the course, students are expected to demonstrate and utilize the following knowledge, skills, and competences.</p> <p><u>Knowledge:</u></p> <ol style="list-style-type: none"> 1. Key areas and activities in movement of goods from manufacturing to consumers within supply chain operations. 2. Decision-making related to activities that create value by order fulfillment in the logistics field. <p><u>Skills:</u></p> <ol style="list-style-type: none"> 1. Evaluation of methods used in transportation, logistics and distribution. 2. Analysis of practical supply chain scenarios. 3. Carrier management including profitability, investments, consolidation, availability, and labor shortages. 4. Evaluation of alternatives for customer deliveries. 5. Problem-solving to achieve operational effectiveness in cost and service in the distribution. <p><u>Competences:</u></p> <ol style="list-style-type: none"> 1. Ability to apply tools of management science to supply and distribution problems. 2. Ability to coordinate logistics and marketing activities within corporate strategy.
8.	Assessment	<p><u>Weighting in the final grade:</u></p> <ul style="list-style-type: none"> • Attendance and active participation 50% • Project-based assignment 50% <p>The lessons present content not contained in the lecture notes or other files on the online platform. Therefore, at least 70% class attendance is required.</p>

9.	Scheduled activities	<p>Description of face-to-face and virtual parts of the course</p> <p>During the first period of the course, only face-to-face lessons will be conducted. Google Drive and accompanying online documents will be used together with the host institution (TSI) access for all the participating students to its LMS Moodle (e.tsi.lv) platform. The platform will post all necessary study materials: presentations from online classes, lecture notes, quizzes, assignments, and additional materials for independent or online learning. In addition, Moodle's forum and messaging system will be utilized for announcements. A brief lecture will take place at the beginning of each lesson with the following practice. The main objective of the lectures will be to review theoretical concepts underlying choices made by managers in transport modes, routing, scheduling, and logistics investments. The practical part will be continuation of the lecturing with decision-making and review of the students' performance in a business game.</p> <p>During the virtual period of the course, online classes will be provided, based on the agreed schedule between partners. Importantly, video and audio communication during the virtual meetings will be conducted using the BBB (Big Blue Button) service integrated with Moodle, which will be published in the course. To join the online class, students shall enter the course and run the BBB. The theoretical (lecturing) part will cover the last topics of the course: distribution facilities, distribution channels, distribution management, information systems, transport markets, and supply chain concept. The main two objectives of the lectures will be to reveal role of information systems in the distribution and understanding of integration between separate areas of logistics (transport, warehousing, and inventory management). The virtual part of the course will conclude with summary of lessons learned during the business game.</p>
10	Independent studies	Independent work outside of lessons should approximately correspond to 60% of the total time that students spend on the coursework. Students should prepare for the next lecture in advance by reviewing project files and lecture notes.
11	Literature/sources for studies	<p><u>Recommended textbooks</u></p> <ul style="list-style-type: none"> • Ivanov, D., Tsipoulaidis, A., Schönberger, J. (2017). <i>Global supply chain and operations management. A decision-oriented introduction to the creation of value.</i> • Gleissner, H., Femerling, J. C. (2013). <i>Logistics.</i>
12	Other information	<ul style="list-style-type: none"> • Cheating and plagiarism could lead to failing grade and other disciplinary actions. • All individual assignments including homework and quizzes must be delivered independently by each student. • Students are expected to take the exams in closed book format. • Make-up exams are not guaranteed but possible upon request. • Assignments should be presented on due date; otherwise, grades would be lower for late submissions. • Scheduled consultation hours are available (to be announced) • Emails shall be answered within 48 hours under normal circumstances (excluding weekends and holidays). • The discussion forum and emails are preferable for asking questions related to the course. • Posting inappropriate content or private information of participants online is not allowed. <p>DISCLAIMER: The schedule and assignments outlined in this syllabus are subject to change as per emergency circumstances, class progress, or by mutual agreement between the lecturer and the students. All changes will be announced prior to taking effect with a post on the online platform.</p>