

## **Entrepreneurial Skills for the Information Technology Industry (3 ECTS)**

BIP number 2024-1-LV01-KA131-HED-000222944-1

Virtual part 13.02.- 17.02.2024 + 28.03.2025 (Virtual classes will be recorded)  
Intensive (face to face) week at TSI in Riga 3.03-7.03.2025.

### **Informationa for OLAs**

**Name:**

Akciju Sabiedriba « Transporta un Sakaru Instituts «

**Country:**

Latvia

**Erasmus Code:**

LV RIGA31

**Address:**

Riga, Lauvas Street 2, LV-1019

**Faculty:**

Engineering Faculty

**Contact Person:**

Rita Pastere, erasmus@tsi.lv

**Res. Person:**

Juris Kanels, erasmus@tsi.lv

### **Objectives**

The course aims to give students fundamental knowledge and develop entrepreneurial skills. The course utilizing the following syllabus: The Product or Service; Launching your First Hi-tech Start-up; Business Planning and Fund Raising; Company Law; Setting up your Office; Managing your finances; Making your Fortune.

### **Methods and Outcomes**

Course 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. 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 workshop.

**Description of the virtual part:** online learning exchange and teamwork, online learning as part of a course offered in a blended learning format, online training, or academic assignment with a supervisor in the receiving institution.



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**Virtual Erasmus mobility**  
**Entrepreneurial Skills for the Information Technology Industry 3 ECTS**  
**February – April 2025**

Learning week (LW)		Activities
<p style="text-align: center;">17.02 8:45 am – 10:15 am</p>	Virtual sessions	<p><b>Introduction to the course content: The Product or Service: Deciding on the product; Competitive marketplace;</b></p> <ul style="list-style-type: none"> <li>• 2 ac. h online via BBB (e.tsi.lv)</li> <li>• Self-reading and reporting (independent study)</li> <li>• Self-assessment quiz (independent study)</li> </ul>
<p style="text-align: center;">24.02 8:45 am – 10:15 am</p>	Virtual sessions	<p><b>The customer value proposition; Distinctive Selling Point.</b></p> <ul style="list-style-type: none"> <li>• 2 ac. h online via BB (e.tsi.lv)</li> <li>• Self-reading and reporting (independent study)</li> <li>• Self-assessment quiz (independent study)</li> </ul>
<p style="text-align: center;">27.02 8:45 am – 12:00 pm</p>		<p><b>Practical Issues: - Building a demonstration prototype; The manufacturing process; - How to subcontract.</b></p> <ul style="list-style-type: none"> <li>• 4 ac. h online via BB (e.tsi.lv)</li> <li>• Self-reading and reporting (independent study)</li> <li>• Self-assessment quiz (independent study)</li> </ul>
<p style="text-align: center;">31.03 8:45 am – 12:00 pm</p>		<p><b>Launching your Start-up: Virtual Company Start-up Strategy; Your idea; Your team – Partners, Investors and Shares; Your web site.</b></p> <ul style="list-style-type: none"> <li>• 4 ac. h online via BB (e.tsi.lv)</li> <li>• Self-reading and reporting (independent study)</li> <li>• Self-assessment quiz (independent study)</li> </ul>
<p style="text-align: center;"><b>Intensive training week</b></p> <p>03.03. 14.00. <b>Welcome to TSI</b>  03.03.- 16:00-20:00.  04.03.- 16:00-20:00.  05.03. -13:00-17:00.  06.03. 16:00-20:00  07.03. 16:00-20:00</p>	RIGA In person	<p><b>Company Law: Basic types of companies; Forming a Limited Liability Company; Intellectual Property; Formal Company Law Requirements;</b></p> <ul style="list-style-type: none"> <li>• 4 ac. h tutorial session</li> </ul> <p><b>Setting up your Office: - Electronic office; - Staff recruitment and employment; - Electronic Commerce.</b></p> <ul style="list-style-type: none"> <li>• 4 ac. h tutorial session</li> </ul> <p><b>Managing your finances: - Bookkeeping; - Understanding financial statements; - Company taxation; - Profitability, forecasting and pricing.</b></p> <ul style="list-style-type: none"> <li>• 4 ac. h tutorial session</li> <li>•</li> </ul> <p><b>Making your Fortune: Marketing; Public Relations, advertising, sales; International expansion;</b></p> <ul style="list-style-type: none"> <li>• 4 ac. h tutorial session</li> </ul> <p><b>Cultural Activity – Riga City Guided Tour</b></p> <ul style="list-style-type: none"> <li>• 4 ac. h tutorial session</li> </ul>



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14.03 8:45 am – 10:15am	Virtual sessions	<b>Making your Fortune: The exit – trade sales and going public.</b> <ul style="list-style-type: none"><li>• 2 ac. h online via BB (e.tsi.lv)</li><li>• Self-reading and reporting (independent study)</li><li>• Self-assessment quiz (independent study)</li></ul>
28.03 8:45 am – 12:00pm		<b>Project Presentation &amp; Report</b> <ul style="list-style-type: none"><li>• 4 ac. h online via BB (e.tsi.lv)</li></ul>

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

General information					
Course Title	<b>Entrepreneurial Skills for the IT Industry</b>				
Course short title	Ent. Skills for IT	Status			
Course Code	B-322-04	External ID		Level	B
Credits	2	ECTS Credits	3		
Faculty/unit	Engineering Faculty	Field	Management sciences		
Course Type	Standard	Parts	1	Distribution	4
Pre-requisite	No requisite				
Course leader	Siliņeviča Veronika, Ph. D., assistant prof.				
Teaching Staff	Gabelaia Ioseb, Ph. D., invited lecturer				
Description					
Annotation	The course aims to give students fundamental knowledge and develop entrepreneurial skills. The course utilizing the following syllabus: The Product or Service; 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.				
Syllabus and Study plan	<p>The Product or Service: Deciding on the product; Competitive marketplace; The customer value proposition; Distinctive Selling Point.</p> <p>Practical Issues: - Building a demonstration prototype; - The manufacturing process; - How to subcontract.</p> <p>Launching your Start-up: Virtual Company Start-up Strategy; Your idea; Your team – Partners, Investors and Shares; Your web site.</p> <p>Company Law: Basic types of companies; Forming a Limited Liability Company; Intellectual Property; Formal Company Law Requirements;</p> <p>Setting up your Office: - Electronic office; - Staff recruitment and employment; - Electronic Commerce.</p> <p>Managing your finances: - Bookkeeping; - Understanding financial statements; - Company taxation; - Profitability, forecasting and pricing.</p> <p>Making your Fortune: Marketing; Public Relations, advertising, sales; International expansion; The exit – trade sales and going public.</p> <p>Presentation</p>				
Learning outcomes	#	<b>Learning outcomes</b>			
	L01	Appreciate and apply a range of skills required to successfully launch a hi-tech start-up and/or new product or service			
	L02	Develop a business model and a business action plan			
	L03	Analyze market opportunities for a new hi-tech product using heterogeneous, multi-sourced data			
	L04	Plan and execute a campaign to promote a new product to likely customers			
	L05	Plan and organize a demonstration of a prototype for the new service or product			

Obligatory reading list	<ul style="list-style-type: none"> <li>• Magliolo, Jacques. <i>The Rainmaker: Start-Up to Conglomerate</i>, Business Expert Press, 2019. ProQuest Ebook Central, <a href="https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=5784058">https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=5784058</a>.</li> <li>• <i>Models of Start-Up Thinking and Action: Theoretical, Empirical, and Pedagogical Approaches</i>, edited by Andrew C. Corbett, and Jerome A. Katz, Emerald Publishing Limited, 2016. ProQuest Ebook Central, <a href="https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=4717111">https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=4717111</a>.</li> </ul>
Additional reading list	<ul style="list-style-type: none"> <li>• Alhabeeb, M. J.. <i>Entrepreneurial Finance : Fundamentals of Financial Planning and Management for Small Business</i>, John Wiley &amp; Sons, Incorporated, 2015. ProQuest Ebook Central, <a href="https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1895545">https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1895545</a>.</li> <li>• Shelters, David. <i>Start-Up Guide for the Technopreneur : Financial Planning, Decision Making, and Negotiating from Incubation to Exit</i>, John Wiley &amp; Sons, Incorporated, 2013. ProQuest Ebook Central, <a href="https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1095507">https://ebookcentral.proquest.com/lib/tsilv/detail.action?docID=1095507</a>.</li> </ul>
<b>Assessment strategy</b>	
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. 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 workshop.</p>
Independent study	<p>The independent study is organized 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>