

COURSE SYLLABUS

Course title: Entrepreneurial society

ECTS:

Programme: Management

Level: master

Course purpose: The course purpose is to gain knowledge and skills related to the analysis and critical evaluation of the key elements of the entrepreneurial society and to develop measures to promote and strengthen the entrepreneurial culture in a society.

Content (Syllabus outline):

1. Development of entrepreneurial culture and entrepreneurial competences in the education system
 - Entrepreneurial competences
 - Entrepreneurial culture in primary and secondary education
2. Entrepreneurial University
 - The concept of entrepreneurial university
 - The role of the entrepreneurial university and regional development
 - Transfer of technologies from public- research institutions to business
 - Technology and Innovation Transfer Centers
 - Commercialization of innovation: spin-offs and spin-outs
3. Entrepreneurship ecosystem
 - Stakeholders of the entrepreneurship ecosystem
 - Networking and collaboration among the members of the entrepreneurship ecosystem
 - Entrepreneurial clusters
 - Open innovation
 - The impact of networking on the growth of small and medium enterprises
4. Policies of entrepreneurship and innovation development
 - Policies and instruments to promote innovation and entrepreneurship at the national and EU level
 - Strategic R&D partnerships; Smart specialization strategy
 - Measuring innovation and evaluating the effects of the innovation policy
5. Entrepreneurship in the public sector
6. Active citizenship
 - Promoting the entrepreneurial orientation and creativity of young people
 - Strengthening active citizenship among young people
 - Inclusive entrepreneurship

Intended learning outcomes:

Knowledge and understanding:

Student will:

- analyze and identify specific elements of an entrepreneurial society,

- able to critically evaluate the role of the entrepreneurial university in regional development,
- examine the process of technology transfer from public research institutions to business,
- be able to develop strategies in order to foster the entrepreneurial culture within existing organizations,
- analyze the process and role of product commercialization,
- identify the stakeholders of the entrepreneurship ecosystem,
- able to identify and evaluate different forms of organizational networking,
- able to critically evaluate different policies for entrepreneurship and innovation development,
- be able to evaluate the importance and role of inclusive entrepreneurship for the