

TRAINING DESCRIPTION

Entrepreneurial Ecosystems and Business Modelling

Number of hours: 2,5

Module: 2

Teachers: Juliana Hadjitchoneva, NBU

General information

Entrepreneurial Ecosystems and Business Modelling is a training that focuses on introducing participants to the principles and practices of entrepreneurship, entrepreneurial ecosystem, and the business modelling. The program is designed to help participants develop the skills and knowledge necessary to launch and grow successful businesses in a dynamic and ever-changing business environment.

Assumed knowledge basis for course participation

There are no formal prerequisites for this training. However, participants should have a basic understanding of business concepts and some experience working in a team environment.

Aim of the course

The aim of this course is to provide participants with a comprehensive understanding of the principles and practices of entrepreneurship, entrepreneurial ecosystem, and the business modelling. By the end of the training, participants should be able to understand the role of the entrepreneurial ecosystem in supporting new ventures, develop a successful business model, and create a plan for launching and growing a successful business.

Learning outcomes

By the end of this training, participants will be able to:

- Understand the principles and practices of entrepreneurship and the entrepreneurial ecosystem.
- Identify the elements and characteristics of the entrepreneurial ecosystem.
- Understand the role of the entrepreneurial ecosystem in supporting new ventures.
- Understand the importance of business modelling and how to develop a successful business model.
- Create a plan for launching and growing a successful business.

Teaching methodology

This training will use a combination of lectures, group discussions, case studies, and hands-on exercises to ensure participants gain a practical understanding of the principles and practices of entrepreneurship, business modelling, and the entrepreneurial ecosystem. Participants will also work on a group project where they will apply the concepts learned throughout the course to analyse the entrepreneurial ecosystem and develop a business model.

Course outline

- Introduction to Entrepreneurship

- Definition of entrepreneurship
- Overview of the entrepreneurial process
- Benefits of entrepreneurship
- The Entrepreneurial Ecosystem
 - Definition of the entrepreneurial ecosystem
 - Role of key players in the entrepreneurial ecosystem
 - Understanding elements and characteristics of the entire landscape
- Business Modelling
 - Definition of business modelling
 - Types of business models
 - Developing a successful business model
- Launching and Growing a Successful Business
 - Developing an entrepreneurial plan
 - Adapting to change and European context
 - Scaling and Exit Strategies

Students' assessment

TBD

Study resources

Participants will be provided with a comprehensive course manual that includes detailed information on the course topics, case studies, and hands-on exercises. Additionally, participants will have access to online resources such as videos, articles, and templates that they can use to reinforce their learning.