Faculty: FACULTY OF TELECOMMUNICATIONS AND MANAGEMENT
Department: GENERAL ENGINEERING
Professional Field: 5.13. GENERAL ENGINEERING
Specialty: DIGITAL ENTREPRENEURSHIP AND HIGH TECHNOLOGY
Educational-qualification degree: BACHELOR

LEARNING COURSE DESCRIPTION

1. Course title: *FUNDAMENTALS OF DIGITAL ENTREPRENEURSHIP*
2. Course code: B.45.015.1
3. Type of the course: *Compulsory*
4. Level: *Bachelor*
5. Year of study: *First*
6. Semester: *Second*
7. Number of credits: 6
8. Name of the lecturer: *Prof. Dr. Miglena Temelkova*
9. Course learning outcomes:

The aim of the course is to acquire basic knowledge about the basic principles of digital business, entrepreneurial activity in digital environment, the role of digital entrepreneur in business, the influence of environmental factors on entrepreneurial and business activity, the process of managing business units and entrepreneurial projects.

The tasks are reduced to:

- ✓ introduction to the basic concepts;
- ✓ acquiring knowledge about the impact of economic processes on digital entrepreneurship and digital business;
- ✓ building analytical skills to assess the impact and impact of certain factors on digital entrepreneurial and business activity;
- ✓ upgrading the conceptual apparatus related to the discipline with tasks taken from real practice.

Students who have completed their training in the discipline must acquire:

Basic knowledge of the nature of digital entrepreneurship, types of digital entrepreneurs and their behavior, the content of the digital entrepreneurial process, the new economy based on knowledge and entrepreneurial decisions, business management and specific manifestations of management in implementing the strategic business guidelines of the economic entity.

Practical skills for generating a business idea, starting a business, managing an existing business unit, managing the growth of the company in a digital environment.

Competencies: Upon completion of the course, students must have mastered the basic methods, approaches and tools for generating, starting and managing a digital entrepreneurial project, as well as for managing an existing digital business.

10. Teachingmethods:

The method of teaching is "experience-based learning", as the material is presented in seminar form, in the form of business games and case studies. The use of a group dynamic process allows students to master the basic concepts related to the discipline and to form specific skills.

The training is individualized and the learner is considered to be an active self-organizing individual. Active learning is achieved through action (making), interaction, multimedia, virtual and interactive platforms, through which students independently reach knowledge and apply it in specific practical cases.

11. Prerequisites:

Students should have in-depth knowledge of the following disciplines: Enterprise economy, Industrial revolutions and the entrepreneurial process, or Entrepreneurship in the high-tech business sector.

Courses using the discipline are Entrepreneurial and Leadership Digital Competences, Cyber-Physical Production Systems, Digital Communications, Digital Environment and Business.

12. Course contents:

The course deals with current topics related to the fundamentals of entrepreneurship developed in a digital environment. The course forms in the form of a seminar basic knowledge about the birth, development and management of a digital entrepreneurial project, as well as about the specific manifestations of management in the conditions of functioning business organizations.

The whole training is structured in the form of theoretical material, case studies, role-plays and test tasks.

In the course the topics are structured in three main sections. In the first - Fundamentals of Entrepreneurship, basic concepts such as entrepreneurship, entrepreneurial process, entrepreneur are defined and the impact of the Fourth Industrial Revolution on entrepreneurship and its transition to digital is traced. In the second section - The concept of digital business, business units are considered as the basis of economic turnover. The third section - Starting an entrepreneurial digital business discusses the main steps determining the development of the entrepreneurial idea in a digital environment.

13. Bibliography

Basic literature:

1. **Hess, T.** Digitale Transformation strategisch steuern: Vom Zufallstreffer zum systematischen Vorgehen. Springer. 2019.
2. **Hünerbein, H.** Jung. Erfolgreich. Digital.: Die Unternehmer der neuen Generation. 42Publishing. 2020.
3. **Isaacson, W.** The Innovators: Die Vordenker der digitalen Revolution von Ada Lovelace bis Steve Jobs. C. Bertelsmann Verlag. 2018.
4. **Kofler, T.** Das digitale Unternehmen: Systematische Vorgehensweise zur zielgerichteten Digitalisierung. Springer. 2018.
5. **Schwab, K., Pyka, P.** Die Vierte Industrielle Revolution. Pantheon Verlag. 2016.
6. **Schwab, K., Pyka, P.** Die Zukunft der Vierten Industriellen Revolution: Wie wir den digitalen Wandel gemeinsam gestalten. Deutsche Verlags-Anstalt. 2019.
7. **Temelkova, M.** Development of Controlling in the Organizations from the Service Sector under the Conditions of the Forth Industrial Revolution. International Journal of Advanced Research in Management and Social Sciences, Volume 6, Issue 3, March 2017.
8. **Temelkova, M.** Model of the relation "digital leadership - digital entrepreneurship" in the realities of industry 4.0. International Journal “Information Theories and Applications”, Vol. 26, Number 4, 2019.

Additional literature:

1. **Temelkova, M.** A Model determining Leadership in the Business Organizations under the Conditions of the Forth Industrial Revolution. Current Scientific Resarch - Collection of scientific articles. Monreal, Canada, 2017.
2. **Temelkova, M.** Skills for digital leadership – prerequisite for developing high-tech economy. International Journal of Advanced Research in Management and Social Sciences. Volume 7, Issue 12, December, 2018.

14. Assessment methods and criteria:

The course ends with an exam. The achievement of the set goal of the training is controlled during the semester through current control in the form of individual and team assignments, test during the lectures. The assessment is formed by a point scale, taking into account the participation in the practical classes and the individual work of the student during the semester.

1. Requirements for forming the six-point rating system

A part of the grade in the course is formed on the basis of a point system and the maximum number of points that students can receive is 100 (Table 1).

The final grade is formed by a theoretical test during the exam session and results from the cases and business games performed during the group dynamic process, taking into account the activity of students during the learning process during the semester.

Burden of evaluation:

- ✓ Assessment in the learning process - individual work, research, case studies and business games, group dynamic process - carries 50% weight in the final assessment;
- ✓ Theoretical exam online test of 20 questions with a duration of 40 minutes - carries 50% weight in the final grade. The evaluation of the test is according to the following criteria: up to 50% correct answers – Fall 2; up to 70% correct answers - Satisfactory 3; up to 80% correct answers - Good 4; up to 90% correct answers - Very good 5 and over 91% - Excellent 6).

2. Formation of the final assessment

The formation of the final grade (CA) is based on the results of the exam test in the course of training and group dynamic process (TC) and the result of the theoretical test (TT), as the correspondence between the number of points and the grade on the six-point system is given in *Table 1.*

$$КО = 0,5\ ТТ + 0,5\ ТК$$

The knowledge acquired by the students, expressed in percentages, is assessed according to the six-point system as follows:

To 50%	Fall (2)
51% – 70%	Satisfactory (3)
71% – 80%	Good (4)
81% – 90%	Very good (5)
Over 90%	Excellent (6)

15. Language of instruction: *Bulgarian*