



Entrepreneurship and EU funds, university specialist study -learning outcomes-

Corporate entrepreneurship

1. Getting to know the sources of ideas for entrepreneurs,
2. What are the problems and issues that entrepreneurs face in achieving their goals
3. Variants of establishing an entrepreneurship,
4. Cost management in entrepreneurship
5. Getting to know and creating a business plan,
6. Analysis of the financial position of a business entity,
7. Analysis of the cost-effectiveness and profitability of the business,
8. Possibilities of financing an entrepreneurial venture.

Entrepreneurial management

1. Knowledge and understanding: Recognize the need for entrepreneurial management in an organization; Recognize the need to understand entrepreneurial management in the context of a development strategy
2. Intellectual and developmental skills: Discuss entrepreneurship as a component of modern management; Evaluate the contribution of entrepreneurial management to the development of an organization and the achievement of strategic goals; Assess risks and recognize obstacles to the free operation of entrepreneurial management
3. Transferable and general skills: Develop an activity plan as an operational part of a business strategy;; Use ICT to support entrepreneurial management; Present the values of entrepreneurial management orally and in writing; Write a scientific and professional paper

Entrepreneurial marketing

1. Develop responsibility for making correct business decisions in marketing as a contribution to increasing the efficiency of a company's operations.
2. Creatively design an integrated marketing communication system in the context of the global digital environment and the application of new technologies.
3. Analyze the positive aspects of the circular economy and the concept of sustainability in the context of marketing and management, and their cause-and-effect relationships.

Preparation and application of EU projects

1. Search and identify the appropriate EU call for co-financing of a specific project idea
2. Analyze and interpret EU call documentation
3. Prepare the necessary documentation in accordance with the requirements of the EU call and apply the project to the EU call

Implementation of EU projects

1. Design a project
2. Identify potential EU funding opportunities for the project idea.
3. Assess the project's viability and sustainability.
4. Develop the project idea and prepare for the EU call.
5. Write a project summary and fill in the application forms.



6. Implement the project and disseminate the results

Sustainable business strategies

1. List key sustainable development strategies and identify their regulatory, economic and environmental frameworks.
2. Give an example of the application of sustainable development strategies in the business and public sector, including EU projects, circular economy, ESG standards, sustainable financing, energy transition, sustainable mobility, sustainable supply chains and digitalization.
3. Apply methods of economic and ecological analysis in assessing the impact of business models and policies on sustainable development.
4. Examine the reasons, causes and consequences of selected sustainable development strategies and their effectiveness in different sectors.
5. Propose innovative solutions for improving existing sustainable development strategies, with an emphasis on business models and application in EU projects, using an interdisciplinary approach.
6. Critically assess the long-term effects of sustainable strategies on the economy, environment and social justice.
7. Present the results of research work and propose concrete recommendations for improving sustainable policies and business strategies.