



Ljubljana Summer School
“Take the Best from East & West”
4 – 22 July 2022

Digital Entrepreneurship and Business Transformation

Bachelor course (ECTS: 6)

14.00 – 16.30 (CET Ljubljana) - ONLINE

TURUK Mladen

University of Zagreb, Faculty of Economics and Business, Croatia

Course objectives and learning outcomes:

Objectives

- assess and analyse digital entrepreneurship as a career choice;
- create, evaluate and exploit business opportunities in the digital space;
- evaluate the latest technology trends and how they impact high-tech start-ups;
- learn how entrepreneurial ventures use digital technology to design and offer new products and services, acquire and retain customers, analyse customer data, and provide satisfying user experiences online;
- develop a business idea into a comprehensive and highly scalable digital business model for a high-tech start-up;
- learn about entrepreneurial funding at the start-up level;
- notice the importance of digital marketing for entrepreneurs;
- learn how data analysis drives entrepreneurial decision-making process;
- choose strategies for maintaining team relationships that facilitate flexibility, collaboration and quick decision making;
- analyse start-up ecosystem and understand how start-up life looks like.

Learning outcomes

Subject Specific Intellectual and Research Skills

- understand the rise and development of the concept of digital entrepreneurship as well as the skills and resources required for digital entrepreneurship;
- understand opportunity recognition, development and evaluation of digital business ventures in a variety of contexts;
- converse with key stakeholders about issues relevant to the development of new digital ventures;
- analyse the process of innovation and industry disruption;
- explain why, when and how digital entrepreneurship and digital transformation develops;
- analyse and interpret different approaches to the creation of digital business models;
- be able to understand key alternative sources of funding for start-up entrepreneurs;
- understand new digital concepts such as lean start-up, disruptive innovation, innovator’s dilemma and Blue Ocean strategy;
- evaluate, analyse, understand and interpret the activities involved in digital business venturing;



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- develop skills and insights for evaluating, articulating, refining, and pitching a new product or service, either as a start-up business or a new initiative within an existing firm;

Transferable and Generic Skills

- self-manage the development of learning and study skills, both individually and as part of a collaborative learning group;
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames;
- identify own personal attributes applicable to entrepreneurial situations in digital contexts;
- synthesise, analyse, interpret and evaluate information from a range of sources;
- efficiently work in a complex and dynamic environment comprised of multicultural interdisciplinary teams.

Prerequisites for attending the course:

None.

Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	LSS Welcome session (no lectures)
Tuesday, 5 July	Introduction and course overview. Entrepreneurial mind-set. Defining digital entrepreneurship. Identifying and exploiting opportunities for digital entrepreneurship.
Wednesday, 6 July	Digital economy. Industry 4.0 and digital Innovation. Key actors, resources and emerging technologies to facilitate digital entrepreneurship.
Thursday, 7 July	Understanding digital business. Digital disruption and new market creation. Turning ideas into action. Developing digital business models.
Friday, 8 July	Designing your entrepreneurial life. Digital business strategies for creating competitive advantage in digital entrepreneurship.
Monday, 11 July	Start-up funding. Venture capital, crowdfunding and finance for entrepreneurs. Entrepreneurial KPIs.
Tuesday, 12 July	Digital marketing for entrepreneurs. Digital communication and social networks. Social media and e-commerce.



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Wednesday, 13 July	Design thinking. Data driven decision-making for entrepreneurs.
Thursday, 14 July	Digital concepts: Lean start-up, Disruptive innovation, Innovator’s dilemma, Blue Ocean strategy.
Monday, 18 July	Start-up ecosystem. Understanding start-up life. Analysing start-up failures: reasons and lessons.
Tuesday, 19 July	HRM in the digital era. Virtual teams.
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination
Friday, 22 July	Meeting hours with students & LSS Farewell session

Online teaching methods and tools/software used:

To achieve course objectives and goals, as well as to ensure learning outcomes, the following will be used throughout the course:

- Lectures
- Screen presentations
- Class discussions
- Interactive case studies / problem solving activities
- Real-life examples
- Quizzes using modern technologies
- Use of video and online materials
- Internet surfing and research
- Individual homework and recommended readings
- Development of a digital business model
- Group projects / team presentations

Online lectures will be held via Google Meet. Online examinations will be held via Moodle.

Course materials/List of readings:

- Chaffey D. (2015) *Digital business and e-commerce management*. Pearsons: Harlow
- Westerman et al. (2014) *Leading Digital*. Boston: Harvard Business School Press
- Meyer, M. H. & Crane F. G. (2014) *New Venture Creation: An Innovator’s Guide to Entrepreneurship (2nd ed.)*. Thousand Oaks, CA: Sage publications
- Mauborgne, R. (2015) *Blue Ocean Strategy*. Boston: Harvard Business School Press
- Osterwalder, A. & Pigneur, Y. (2010) *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken: John Wiley and Sons
- Heath, C. & Heath, D. (2011) *Switch: How to Change Things When Change Is Hard*. New York: Broadway Books
- Kahneman, D. (2011) *Thinking, Fast and Slow*. New York: Farrar, Straus & Giroux
- Kaplan, S. (2012) *The Business Model Innovation Factory*. Hoboken: John Wiley and Sons



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- Martin, R. (2009) *The Design of Business*. Boston: Harvard Business School Press
- Verganti, R. (2009) *Design-Driven Innovation*. Boston: Harvard Business School Press

Online examination methods and evaluation criteria (weighted categories):

Grade component	%
Attendance:	10%
Quizzes:	10%
Case studies:	20%
Individual homework:	20%
Group presentation:	10%
Group report – final project:	30%
TOTAL	100%

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Short course leader(s) biography:

Mladen Turuk, Ph.D., was born and lives in Zagreb. He completed his undergraduate study of business economics at the University of Zagreb, Faculty of Economics and Business in 2007, earning a bachelor's degree in economics. During his studies, he was a demonstrator at the Department of Economic Theory. Specialist postgraduate study "Strategic Entrepreneurship", which he completed at the University of Zagreb, Faculty of Economics and Business in 2009, by defending his postgraduate thesis "The Impact of Intellectual Capital on the Profitability of Croatian Enterprises", thereby gaining the title of university specialist in strategic entrepreneurship (univ. spec. oec.). He received his Ph.D. in 2016 by defending his doctoral dissertation entitled "Determinants of the business dynamics of small and medium-sized enterprises and barriers to entrepreneurship in the manufacturing industry in the Republic of Croatia". He further educated at the University of Ljubljana and the University of Hong Kong, studying qualitative and quantitative methods of scientific research.

From February 2008 to November 2010, he worked as an assistant director at the Centre for Intellectual Capital Ltd., and from November 2010 to June 2011 at the Libertas College of Business. Since July 2011, he has been employed as a research



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assistant at the University of Zagreb, Faculty of Economics and Business on the project of the Ministry of Science, Education and Sports of the Republic of Croatia "The role of futures markets in the development of the Croatian economy", while from April 2017 to December 2018, when he became assistant professor, also at the University of Zagreb, Faculty of Economics and Business.

The area of scientific interest relates primarily to digital entrepreneurship, the digital economy, entrepreneurial strategies, business transformation and entrepreneurial education.

As a research assistant, postdoctoral fellow and assistant professor, he has participated in several domestic and international projects. He has attended and actively participated in numerous national and international scientific conferences and conferences on all continents and gained experience working in an international, multicultural environment. Since 2016 he has been a member of the organizing committee of the Business and Entrepreneurial Economics (BEE) Conference, and participated in the work of the editorial board of the book "Entrepreneurial Economics: Selected topics for contemporary entrepreneurs". He is the Editor-in-Chief of the "International Journal of Contemporary Business and Entrepreneurship" and co-editor of the Proceedings and Abstracts of the Business & Entrepreneurial Economics International Scientific Conference. From 2008 to 2010 he was a contributor to the magazine "Intellectual Capital".

So far, he has authored or co-authored over 20 scientific papers. He has been engaged as a guest lecturer at Macquarie University of Sydney, Shanghai University of International Business and Economics and the University of Johannesburg. He is secretary of the specialist postgraduate study "Strategic Entrepreneurship" and mentor on numerous graduate and master theses. He is a reviewer of several scientific journals and paper proceedings. He is the recipient of the DAAAM International Vienna Network Award for excellent collaboration, creative organization and support of the DAAAM International activities and significant contribution in excellence in science, international academic and scientific cooperation.

In addition to his academic career, he has more than ten years of experience in the industrial sector as a business owner and director and is active in civil society organizations. He is the president of The Entrepreneurship Club, the secretary of the Student Business Incubator at the University of Zagreb, a member of the Croatian Association of Graduate Economists of the University of Zagreb, Faculty of Economics and Business and a member of the Almae Matris Alumni Croaticae.