


RTU academic master study program Business Informatics

PBM409 Entrepreneurship

Abstract

The RBS entrepreneurship course takes this mindset and combines it with the theoretical concepts learned in accounting, marketing, finance, organizational behavior, and operations management. In practical terms, this means applying these core MBA business skills in evaluating and actually creating (on paper) new business ventures. The course can also be of value for those who did not have all the courses mentioned above but who have experience in entrepreneurship or have the desire to start your own companies. The main focus of this course will be the creation of a workable business plan for a real or theoretical business idea.

Entrepreneurship is part science and part art, but probably a lot more art than science. Creating successful new enterprises from scratch necessarily demands a high degree of imagination, resourcefulness and independent thinking. Students will be given many real-life examples of successful (and failed) entrepreneurial startups, from various angles (marketing, finance, human resources, etc.), and will be expected to learn from these cases and apply the knowledge to homework, group exercises, etc. So, those students who prefer more “scientific” approaches to learning, with lot of rules, formulas, and laws may feel uneasy about the course.

Within course cooperation with: 

Faculty team



Responsible instructor
Dr.oec. [Jānis Grēviņš](#)



Leading instructor
Mg.oec., lecturer [Jānis Bergs](#)