



Course Outline

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| Course number | RBE276 |
| Course title | Riga - Cambridge Venture Camp |
| Credit points | 3 ECTS |
| Total hours | 30 Contact Hours |
| Lecture hours | 30 Contact Hours |
| Course level | Elective |
| Prerequisites | <<None>> |

COURSE RESPONSIBLE AND TEACHER

| <i>Name</i> | <i>Academic degree</i> | <i>Academic position</i> |
|--------------------|------------------------|--------------------------|
| Natalja Tocolovska | Dr. oec. | Visiting Lecturer |

COURSE ABSTRACT

Riga-Cambridge Venture Camp course introduces students into theoretical and practical entrepreneurship. The theoretical part consists of lectures and seminars on the topics of entrepreneurship such as business idea generation and business model selection, market research, marketing, legal and financial aspects of a company, company valuation, stages of company development and company ethics. The practical application of the theoretical knowledge acquired is performed by the students in the form of generating and developing their own business idea individually or in a team.

Starting Riga-Cambridge Venture Camp course with the strong focus on the theoretical background in the topic of entrepreneurship (the first part of the course takes place in Riga), the second part of the course shifts the focus on practical application of the knowledge while attending the series of intensive lectures, workshops, field visits and mentors trainings in Cambridge. In the result of the course, students are supposed to present and pitch their business idea to the jury of university and industry professionals in two geographical locations: Riga and Cambridge.

COURSE OBJECTIVES

The objective of the Riga-Cambridge Venture Camp is to promote the implementation of new prosperous business ideas by developing participants' skills in team building, attracting funding, and other aspects of the business. The course takes place in two modules: Riga module and Cambridge module. The Riga Module includes theoretical lectures, teamwork, mentoring sessions, business stories, homework, and in the end – business idea pitches to business experts at the “Bears’ Cove” event when the best participants are nominated to take part in the Cambridge module. The Cambridge Module includes the lectures, mentoring sessions, field visits to the business incubators, companies and start-up meetings in Cambridge in cooperation with Anglia Ruskin University, Cambridge Municipality and the Embassy of the Republic of Latvia to the United Kingdom of Great Britain and Northern Ireland.

After completion of the course, students should be able to:

- Define business models and select the appropriate business model for a business idea
- Perform market research activities for a business idea
- Determine legal areas as relevant for their business idea and select the appropriate legal form for a business idea
- Analyse financing tools for a business idea depending on the stage of development of the company, determine the appropriate financing tool for a business idea
- Draw a business plan of a business idea
- Define the values and ethical issues for a company

GRADING CRITERIA

| No. | Criteria | Weighting |
|------------|--|------------------|
| 1 | Participation in lectures and mentoring sessions | 60% |
| 2 | Presentations during the "Bears' Cove" and "Dragons Den" | 40% |

COURSE PLAN – MAIN SUBJECTS

| No. | Main subjects | Planned hours |
|------------|--|----------------------|
| 1 | Selection of product and business model | 3 |
| 2 | Market research and marketing | 7 |
| 3 | Legal and financial aspects of a company | 16 |
| 4 | Company ethics and culture | 4 |