

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KSP/052AB/21	Course title: Development of Entrepreneurial Skills I
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 3.	
Educational level: I., II.	
Prerequisites:	
Course requirements: During the semester, a student can earn up to 80 points. For the final exam, a student can earn up to 20 points. Evaluation of students' work during the semester is divided into six milestones: 1. 5%: Milestone 1– General measure of Enterprising Tendency 2. 10%: Milestone 2 – Opportunity identification 3. 10%: Milestone 3 – Marketing activity 4. 15%: Milestone 4 – Entrepreneurial idol - essay 5. 20%: Milestone 5 – Microbusiness 6. 20%: Milestone 6 – Sales/Investor pitch The overall evaluation is in accordance with the faculty evaluation system: A = 91-100%; B = 81-90%; C = 73-80%; D = 66-72%; E = 65-60%; F = 0-59% points. Scale of assessment (preliminary/final): During the semester, a student can earn up to 80 points. For the final exam, a student can earn up to 20 points.	
Learning outcomes: Activate and explore selected entrepreneurial skills of students, especially through practically focused activities and projects. Reinforce the creativity, ability to identify the opportunities, marketing skills, sales skills and presentation skills of the students.	
Class syllabus: 1. Creation of an enterprise. Individuals, ideas and opportunities. 2. How entrepreneurs think and act? 3. Entrepreneurial skills and entrepreneurship process 4. Marketing Skills of Entrepreneurs 5. Design thinking 6. Sales Skills of Entrepreneurs 7. Identification and testing of key assumptions, Minimum Viable Business Product 8. How to make a sales pitch and how to attract Investors 9. Creating value for society	
Recommended literature:	

- [1] BJERKE, B. About Entrepreneurship. Cheltenham: Edward Elgar, 2013. ISBN 978-1-78254-539-2. Available in the study room.
- [2] HISRIC, R.D., PETERS, M.P., SHEPHERD, D.A. Entrepreneurship. New York: McGraw-Hill, 2013. ISBN 978-007-132631-5. Available in the study room.
- [3] STOKES, D., WILSON, N. Small Business Management and Entrepreneurship. Cengage Learning EMEA, 2010. ISBN 978-1-4080-1799-9. Available in the library and study room.

Languages necessary to complete the course:

English

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge.* Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, *a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject.* Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

Notes:

Past grade distribution

Total number of evaluated students: 312

A	ABS	B	C	D	E	FX	M
56,09	0,0	24,04	6,73	3,85	0,32	5,45	3,53

Lecturers: doc. PhDr. Marian Holienka, PhD., Mgr. Miloš Mrva, PhD., Mgr. Juraj Mikuš, PhD., Ing. Martin Brecka, Mgr. Yuliia Fedorova, PhD.

Last change: 14.09.2025

Approved by: prof. Mgr. Anna Lašáková, PhD.