

Entrepreneurship Course

<i>Name of the subject:</i> Entrepreneurship – BSc	<i>SUBJECT code:</i>	<i>Weekly hours:</i> 3 lecture + 3 practical work	<i>Credit:</i> 9
<i>Subject leader:</i> Ivan Jovanović (Milica Arsić)	<i>Academic Degree:</i> Associate Professor (Assistant professor)	<i>Prerequisites:</i> Marketing and fundamentals of business economics	

Purpose:

Course objective: Introduction to the process of the entrepreneurial ideas' development. Teaching students the basic rules, methods, tools and techniques for creating a business plan, as a binding document of modern business, and how to start and run their own business.

Course description:

The course studies the issue of entrepreneurship, entrepreneurs, creativity and innovation, team work, financing entrepreneurial ventures, management of small enterprises, developing conceptual and operational business plan. At the end of the course students will have required knowledge necessary for planning, launching and running independent business enterprise. Also, they will learn how to prepare a detailed and comprehensive business plan for the establishment of new companies and / or development of existing companies. During the course they will examine the structure and all the complexity of business plans, their diversity and practical problems in their development.

Schedule

LECTURE

Weeks	Topics
1.	Introduction
2.	Traditional and Modern Schools of Entrepreneurship
3.	Entrepreneurs and Personality Traits of Entrepreneurs
4.	Entrepreneurial potential of individuals.
5.	Types of business companies
6.	Creativity
7.	Inovativeness and seven sources of inovativeness
8.	Team work
9.	Test
10.	Conflict, Stages of conflict process
11.	Sources of financing business ventures
12.	Small and Medium Sized Entreprises
13.	Business plan – concept development
14.	Business plan

Final grade:

Based on presentation and activity during the lectures and practical work (50%) and final exam (50%)

The evaluations, based on the results are as follows: 0-50 fail (5); 51-60 pass (6); 61-70 good (7); 71-80 very good (8); 81-90 excellent (9); 91-100 exceptional (10).

Compulsory literature:

1. R.D.Hisrich, M.P.Peters, D.A.Shepherd, Entrepreneurship, MATE doo, Zagreb, 2011.

Supplemental literature:

1. N.R.Sturgeon, Small business big profit, Pearson Practic Hall, London, 2006.