

COURSE TITLE		ENTREPRENEURSHIP				
Course code	STT002	Year of study	1 st			
Lecturer(s)	Ivona Jukić, MSc Senior lecturer	ECTS (Number of credits allocated)	7			
Associates	-	Total lesson hours per semester	Lecture	Seminar	Practical	Laboratory
			30	15	15	0
Course status	Core	Percentage share of e-learning	20%			
COURSE DESCRIPTION						
Course Objectives	<ul style="list-style-type: none"> • Understanding basic concepts in the area of entrepreneurship. • Understanding the role and importance of entrepreneurship for economic development. • Developing personal creativity and entrepreneurial initiative. • Adopting of the key steps in the elaboration of business idea. • Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures. 					
Course enrolment requirements and entry competencies required for the course	-					
LEARNING OUTCOMES On successful completion of this course, student should be able to:	<ol style="list-style-type: none"> 1. Define basic terms. 2. Analyze the business environment in order to identify business opportunities. 3. Identify the elements of success of entrepreneurial ventures. 4. Consider the legal and financial conditions for starting a business venture. 5. Evaluate the effectiveness of different entrepreneurial strategies. 6. Specify the basic performance indicators of entrepreneurial activity. 7. Explain the importance of marketing and management in small businesses venture. 8. Interpret one's own business plan. 					
Course content	<p>Conceptual definition of entrepreneurs and entrepreneurship. Entrepreneurship in economic theory. Historical development of entrepreneurship. Entrepreneurial practice. The importance of small business. Entrepreneurial economy. Entrepreneurship and Economic Development. Type of Entrepreneurship. Entrepreneur and small business. Features and types of businesses and entrepreneurs. Sources of business ideas. The role of entrepreneurship in economic development. Terms of entrepreneurship. Innovation and entrepreneurship. Entrepreneurship and small business. The life cycle of a small company. Small business sector in Croatia. Forms of entrepreneurial organization. Sources of capital. Entrepreneurial process. Entrepreneurial strategies. Starting a new company. Buying an existing business. Franchising. Family business. Entrepreneurial project: an entrepreneurial venture and entrepreneurial development chain. Defining the business concept. Writing a business plan. Basics of Venture Marketing. Fundamentals of entrepreneurial management. Small business enterprises. Business process: product design, operational art, stock management. Technical and technological analysis of entrepreneurial projects. Designing a business investment. Knowledge Economy. Entrepreneur biographies - the actual successes and failures. Business results in SMEs. Fostering the development of entrepreneurship. Entrepreneurship in EU. Entrepreneurship in Croatia. Entrepreneurship in transition countries. Strategic guidelines and objectives for the development of SMEs in Croatia.</p>					
Types of teaching:	<input checked="" type="checkbox"/> lecture		<input checked="" type="checkbox"/> self-study			

	<input checked="" type="checkbox"/> seminars and workshop <input checked="" type="checkbox"/> practical <input checked="" type="checkbox"/> combined e-learning <input type="checkbox"/> field research	<input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input checked="" type="checkbox"/> mentoring work <input checked="" type="checkbox"/> team project work				
Student obligations	Attending classes, seminar workshops, exams.					
Monitoring student work (enter the share in ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course):	Class attendance	2,00	Research		Practical work	1,00
	Experimental work		Report		(others)	
	Essay		Seminar	1,00	(others)	
	Self-study	1,00	Workshop		(others)	
	Project	1,00	Office hours, mid-term exams and final exam	1,00	(others)	
Assessment and evaluation of student work during classes and at the final exam	CONTINUOUS ASSESSMENT					
	Continuous testing indicators			Performance A_i (%)	Grade ratio k_i (%)	
	MIDTERM TEAM ASSIGNMENT			50-100	10	
	ENTREPRENEUR – INDIVIDUAL PRESENTATION			50-100	20	
	ORAL EXAM			50-100	30	
	FINAL PROJECT – TEAM PRESENTATION			50-100	40	
	FINAL ASSESSMENT					
	Indicators checks			Performance A_i (%)	Grade ratio k_i (%)	
	FINAL EXAM			50 - 100	70	
	PREVIOUS ACTIVITIES			50 - 100	30	
	Indicators checks			Performance A_i (%)	Grade ratio k_i (%)	
	FINAL EXAM			50 - 100	70	
	PREVIOUS ACTIVITIES			50 - 100	30	
	<p>The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:</p> $Grade (\%) = \sum_{i=1}^N k_i A_i$ <p>k_i- weighting factor for each activity, A_i- success in percentage achieved for a particular activity, N- total number of activities.</p>					

	PERFORMANCE AND GRADE		
	Percentage	Criteria	Grade
	50% - 61%	basic criteria met	sufficient (2)
	62% - 74%	average performance with some errors	good (3)
	75% - 87%	above average performance with minor errors	very good (4)
	88% - 100%	outstanding performance	outstanding (5)
Required reading	<ol style="list-style-type: none"> 1. Hisrich, D. Robert, Peters, P. Michael, Shepherd, A. Dean (2017), Entrepreneurship, 10th Edition, Irwin McGraw-Hill, New York 2. Zimmerer, W. T., Scarborough, M. N. (2005), Essentials of Entrepreneurship and Small business management, Fourth Edition, Pearson Education, New Jersey 		
Optional reading	<ol style="list-style-type: none"> 1. Hisrich, D. Robert, Peters, P. Michael, Shepherd, A. Dean (2011), Poduzetništvo, Mate, Zagreb 2. Kuvačić, N., et al. (2005), Poduzetnička biblija, Beretin, Split 3. Siropolis, C. N. (1995), Menadžment malog poduzeća: vodič u poduzetništvo, IV. izdanje, MATE i HOK, Zagreb 4. Kuvačić, N. (2001), Poduzetnički projekt – Kako sačiniti biznis - plan? – Teorijski prikaz – ogledni primjeri – Katalog poduzetničkih ideja, Veleučilište u Splitu, Split 3. Škrtić, M. (2006), Poduzetništvo, Sinergija, Zagreb 		
Quality monitoring to ensure the acquisition of established learning outcomes	<ul style="list-style-type: none"> • Records of class attendance and success in performing student obligations • Updating detailed course curricula • Supervision of teaching activities • Continuous quality control of all parameters of the teaching process in accordance with the Action Plans • Semester-based student survey in accordance with the "Ordinance on the procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement). 		
Other information	Teaching materials for students (scripts, exercise collections, examples of solved exercises), teaching record, detailed course syllabus, application of e-learning, current information and all other data are available by MOODLE system to all students.		