Lecturer(s) Ivona Jukić, MSC Senior lecturer ECTS (Number of credits allocated) 6 Associates - Total lesson hours per semester - 1 1 5 0 Course status Core Percentage share of e- learning 20% - - Course objectives - Understanding basic concepts in the area of entrepreneurship. -	COURSE TITLE	ENTREPRENEURSHIP					
Lecturer(s) Ivona Jukić, MSc Senior lecturer ECTS (Number of credits allocated) 6 Associates Total lesson hours per semester Intervent of credits allocated) 1 1 1 0 1 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 0 1 0 0 1 0 0 0 1 0 0 0 1 0 <td< th=""><th>Course code</th><th>STT002</th><th>Year of study</th><th colspan="4">1st</th></td<>	Course code	STT002	Year of study	1 st			
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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 investment. Knowledge Economy. Entrepreneurial projects. Designing a business investment. Knowledge Economy. Entrepreneuring 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.	LEARNING OUTCOMES On successful completion of this course, student should be able to:	 Analyze the business environment in order to identify business opportunities. Identify the elements of success of entrepreneurial ventures. Consider the legal and financial conditions for starting a business venture. Evaluate the effectiveness of different entrepreneurial strategies. Specify the basic performance indicators of entrepreneurial activity. Explain the importance of marketing and management in small businesses venture. 					
Types of teaching:	Course content	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. 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 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. Entrepreneurial projects and entrepreneuriship. Entrepreneurial projects. Starting a business investment. Knowledge Economy. Entrepreneurial projects. Designing a business investment. Knowledge Economy. Entrepreneurial projects. Entrepreneuriship. Business results in SMEs. Fostering the development of entrepreneurship. Entrepreneurship in EU.					
	Types of teaching:	⊠ lecture	⊠ self-study				

	⊠ seminars and workshop □ multimed ⊠ practical □ laborator ⊠ combined e-learning ⊠ mentorin □ field research ⊠ team product			aboratory mentoring	y g work			
Student obligations	Attending classes, seminar workshops, exams.							
Monitoring student work (enter the share in ECTS credits for each	Class attendance	1,50	Research			Practical work	1,00	
	Experimental work		Report			(others)		
	Essay		Seminar	eminar 1,00		(others)		
activity so that the total number of	Self-study	0,50	Workshop)		(others)	(others)	
ECTS credits corresponds to the credit value of the course):	Project	1,00	Office hou mid-term exams an final exan	íd	1,00	(others)		
	CONTINUOUS ASSESSMENT							
	Continuous testing indicators					Performance <i>A</i> i (%)	Grade ratio ki (%)	
	MIDTERM TEAM ASSIGNMENT					50-100	10	
	ENTREPRENEUR – INDIVIDUAL PRESENTATION				50-100	20	-	
	ORAL EXAM				50-100	30	1	
	FINAL PROJECT – TEAM PRESENTATION				50-100	40	1	
	FINAL ASSESSMENT							
Assessment and evaluation of	Indicators checks				Performance	Grade ratio		
student work during classes and at the						A _i (%) k _i (%)		
final exam	FINAL EXAM				50 - 100 70			
	PREVIOUS ACTIVITIES					50 - 100	30	
	Indicators checks					Performance <i>A</i> i (%)		
	FINAL EXAM				50 - 100	00 70		
	PREVIOUS ACTIVITIES			50 - 100	30	1		
	The grade (in percentages) is formed on the basis of all indicators that describe the level							
	of student activities according to the relation: $Grade(\%) = \sum_{i=1}^{N} k_i A_i$							
	k_i - weighting factor for each activity, A_i - success in percentage achieved for a particular activity, N - total number of activities.							

	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 Optional reading	 Hisrich, D. Robert, Peters, P. Michael, Shepherd, A. Dean (2017), Enterpreneurship, 10th Edition, Irwin McGraw-Hill, New York Zimmerer, W. T., Scarborough, M. N. (2005), Essentials of Entrepreneurship and Small business management, Fourth Edition, Pearson Education, New Jersey Hisrich, D. Robert, Peters, P. Michael, Shepherd, A. Dean (2011), Poduzetništvo, Mate, Zagreb Kuvačić, N., et al. (2005), Poduzetnička biblija, Beretin, Split Siropolis, C. N. (1995), Menadžment malog poduzeća: vodič u poduzetništvo, IV. izdanje, MATE i HOK, ZagrebBuble, M., Kružić, D. (2006), Poduzetništvo: realnost sadašnjosti i izazov budućnosti, RRiF-plus, Zagreb Kuvačić, N. (2001), Poduzetnički projekt – Kako sačiniti biznis - plan? – Teorijski prikaz – ogledni primjeri – Katalog poduzetničkih ideja, Veleučilište u Splitu, Split Škrtić, M. (2006), Poduzetništvo, Sinergija, Zagreb 					
Quality monitoring to ensure the acquisition of established learning outcomes	 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.					