



University of Split
Department of Professional Studies

FUNDAMENTALS OF ENTREPRENEURSHIP

COURSE SYLLABUS

COURSE DETAILS

<i>Type of study programme</i>	Professional study - 180 ECTS	
<i>Study programme</i>	POWER ENGINEERING	
<i>Course title</i>	Fundamentals of Entrepreneurship	
<i>Course code</i>	SEN043	
<i>ECTS (Number of credits allocated)</i>	4	
<i>Course status</i>	Elective	
<i>Year of study</i>	Second	
<i>Semester</i>	Third (fall)	
<i>Course Web site</i>	http://www.oss.unist.hr/	
<i>Total lesson hours per semester</i>	Lectures	30
	Practicals (seminars)	15
<i>Prerequisite(s)</i>	None	
<i>Lecturer(s)</i>	Trade transactions department: Ivona Jukić, MSc, senior lecturer Slađana Brajević, lecturer	
<i>Language of instruction</i>	Croatian, English	

COURSE DESCRIPTION	
<i>Course Objectives:</i>	<ul style="list-style-type: none"> • understanding basic concepts in the area of entrepreneurship, • understanding the stages of the entrepreneurial process, • adopting of the key steps in the elaboration of business ideas, • developing personal creativity and entrepreneurial initiative.
<i>Learning outcomes</i> <i>On successful completion of this course, student should be able to:</i>	<ol style="list-style-type: none"> 1. define basic terms, 2. identify the elements of success of entrepreneurial ventures, 3. explain entrepreneurial project and its essential elements, 4. consider the legal and financial conditions as well as the importance of the entrepreneurial infrastructure for starting a business venture, 5. evaluate the effectiveness of different entrepreneurial strategies 6. interpret their own business plan.
<i>Course content</i>	<p>Selection of entrepreneurial ideas. Defining student's business ideas. Conceptual definition of entrepreneurs and entrepreneurship. Types of entrepreneurship. Advantages and disadvantages of entrepreneurship. The role of entrepreneurship in economic development. Terms of entrepreneurship development. Small businesses. Entrepreneurship and Innovation. Entrepreneurial qualities, ideas and innovations. Entrepreneurial strategies. Starting a new company (Start-ups). Buying an existing business. Franchising. Family business. Business plan. Defining the business concept. Entrepreneurial marketing and management. Entrepreneurial accounting and financial statements. The basic financial statements. Legal forms of ownership of small businesses. Entrepreneurial infrastructure. Entrepreneurship in Croatia. EU and entrepreneurship. Strategic guidelines and objectives for the development of entrepreneurship in Croatia.</p>

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1 ECTS	1,2,3,4,5,6
<i>Practicals (seminars)</i>	30 hours / 1 ECTS	3,4,5,6
<i>Preparation for mid-term exam</i>	10 hours / 0.33 ECTS	3,4,5,6
<i>Preparation of a business plan</i>	30 hours / 1 ECTS	1,2,3,4,5,6
<i>Self-study</i>	10 hours / 0.33 ECTS	1,2,3,4,5,6
<i>Office hours and final exam</i>	10 hours / 0.33 ECTS	1,2,3,4,5,6
TOTAL:	120 hours / 4 ECTS	1,2,3,4,5,6

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i (%)
<i>Class attendance and participation</i>	70 - 100	10
<i>Team preparation of a business plan</i>	50 - 100	30
<i>First mid-term exam</i>	50 - 100	30
<i>Second mid-term exam</i>	50 - 100	30

FINAL ASSESSMENT		
Testing indicators – final exam (first and second exam term)	Performance A_i (%)	Grade ratio k_i(%)
<i>Practical exam (written)</i>	50 - 100	60
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	40
Testing indicators – makeup exam (third and fourth exam term)	Performance A_i (%)	Grade ratio k_i(%)
<i>Practical exam (written)</i>	50 - 100	60
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	40

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 61%	<i>basic criteria met</i>	sufficient (2)
62% - 74%	<i>average performance with some errors</i>	good (3)
75% - 87%	<i>above average performance with minor errors</i>	very good (4)
88% - 100%	<i>outstanding performance</i>	outstanding (5)

ADDITIONAL 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. (<https://moodle.oss.unist.hr/>).