

<b>Title of a course</b>	<b>Introduction to Entrepreneurship</b>				
<b>Study programme</b>	Undergraduate Professional Study Programme of Sustainable Agritourism				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	1	<b>Semester</b>	I	<b>ECTS credits</b>	4
<b>Goals of a course</b>					
Introducing students to basic concepts in the field of entrepreneurship. Acquisition of basic competences in the assessment of entrepreneurial opportunity and its transformation into an entrepreneurial venture					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
Outcome 9: Apply communication and presentation skills in written and oral communication with agritourism stakeholders Outcome 10: Create entrepreneurial programs in agritourism. Outcome 11: Recommend appropriate organizational solutions in the business process.					
<b>Expected learning outcomes on a level of a course</b>					
1. Identify the characteristics of entrepreneurship and entrepreneurs, and assess the importance of entrepreneurship in society. 2. Describe and comment on specific forms of entrepreneurship (with particular emphasis on family entrepreneurship). 3. Assess the importance of individual entrepreneurial skills and know how to assess personal mastery of them. 4. Evaluate the necessary elements of a business plan with respect to the characteristics of the business opportunity being evaluated. 5. Assess the key resource constraints of an entrepreneurial venture and manage them effectively and efficiently. 6. Analyse and present specific topics from the field of entrepreneurship.					
<b>Content of a course</b>					
Basic terminology: entrepreneur and entrepreneurship. The significance and historical development of entrepreneurship. Entrepreneurship and economic development. Entrepreneurship in different contexts: traditional, corporation, social, women and start-up entrepreneurship. Specific challenges of family entrepreneurship. Entrepreneur as the backbone of the entrepreneurial process; characteristics of the entrepreneur, entrepreneurial skills, entrepreneurship and ethics. Entrepreneurial process and planning of the entrepreneurial endeavour: generating ideas, recognizing and using opportunities, entrepreneurial process, business planning.					