

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Entrepreneurship				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	1	Semester (Winter/Summer)	S	ECTS credits	6
Goals of a course					
To understand the importance of adopting an entrepreneurial mindset in different aspects of entrepreneurship and life. Develop creativity in forming entrepreneurial ideas and solving business problems. Identify sources of entrepreneurial opportunities, methods for evaluating and transforming them into a sustainable business model, as well as key elements of a business plan.					
Conditions for enrolling course					
Completed course of Entrepreneurial Economics					
Learning outcomes on a level of a study programme which includes course					
<p>Outcome 1: Apply appropriate methods and procedures in preparing information for business decisions.</p> <p>Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one.</p> <p>Outcome 4: Identify and value entrepreneurial opportunities.</p> <p>Outcome 5: Design and substantiate an entrepreneurial idea via a business plan.</p> <p>Outcome 6: Create a plan for purchasing, sales and marketing activities.</p> <p>Outcome 9: Analyse the needs and manners of acquiring, using and developing the resources of a business entity.</p> <p>Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language.</p> <p>Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language.</p> <p>Outcome 13: Identify different business risks and their impact on the business process.</p> <p>Outcome 14: Apply basic environmental research methods.</p> <p>Outcome 15: Independently prepare and present professional content using information and communication tools.</p>					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Determine the importance and applicability of the entrepreneurial mindset in different forms of entrepreneurship 2. Distinguish between entrepreneurial ideas and entrepreneurial opportunities and apply methods for evaluating entrepreneurial ideas 3. Develop a simple entrepreneurial business model 4. Design a marketing, procurement and sales segment of a business plan 5. Analyse risks in entrepreneurship and the associated entrepreneurial strategies 6. Identify the specificities of different types of entrepreneurship 					
Content of a course					
<p>Introduction to basic concepts of entrepreneurialism. Entrepreneurial process. Entrepreneurial idea and entrepreneurial undertaking. SWOT-analysis. Definition of entrepreneurial undertaking visions, objects and strategies. Operating plan and life cycle of business opportunity, products, technology and company. Kinds of small and middle-sized entrepreneurialism (family, farm, interior, franchise). Entrepreneurialism of special social communities. Entrepreneur in difficulties. Regional economic development and entrepreneurialism. Kinds of entrepreneurial supports. Entrepreneurialism in the Republic of Croatia.</p> <p>Through exercises practical problem tasks are solved.</p>					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		

Grading, evaluation and monitoring of students' work continuously during lectures and exams

Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.