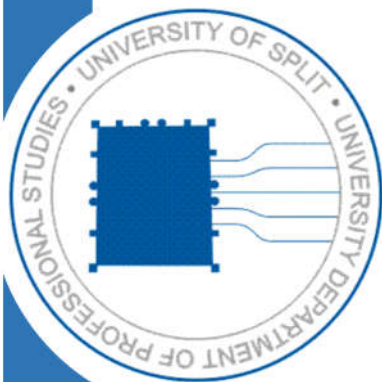


# Course syllabus

## Entrepreneurship



## COURSE DETAILS

<b><i>Type of study programme</i></b>	Undergraduate professional study programme- 180 ECTS	
<b><i>Study programme</i></b>	BUSINESS TRADE	
<b><i>Course title</i></b>	Entrepreneurship	
<b><i>Course code</i></b>	STP007	
<b>ECTS (Number of credits allocated)</b>	7	
<b><i>Course status</i></b>	Core	
<b><i>Year of study</i></b>	First	
<b><i>Course Web site</i></b>	<a href="https://moodle.oss.unist.hr/course/category.php?id=21">https://moodle.oss.unist.hr/course/category.php?id=21</a>	
<b><i>Total lesson hours per semester</i></b>	Lectures	30
	Practicals	15
	Seminars	15
<b><i>Prerequisite(s)</i></b>	None	
<b><i>Lecturer(s)</i></b>	Ivona Jukić, MSc, senior lecturer Slađana Brajević, senior lecturer	

## COURSE DESCRIPTION

<p><b><i>Course Objectives:</i></b></p>	<ul style="list-style-type: none"> <li>• understanding basic concepts in the area of entrepreneurship,</li> <li>• understanding the role and importance of entrepreneurship for economic development,</li> <li>• developing personal creativity and entrepreneurial initiative,</li> <li>• adopting of the key steps in the elaboration of business idea,</li> <li>• understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.</li> </ul>
<p><b><i>Learning outcomes</i></b></p> <p><b><i>On successful completion of this course, student should be able to:</i></b></p>	<ol style="list-style-type: none"> <li>1. define basic terms,</li> <li>2. analyse the business environment in order to identify business opportunities,</li> <li>3. identify the elements of success of entrepreneurial ventures,</li> <li>4. consider the legal and financial conditions for starting a business venture,</li> <li>5. evaluate the effectiveness of different entrepreneurial strategies,</li> <li>6. specify the basic performance indicators of entrepreneurial activity,</li> <li>7. explain the importance of marketing and management in small businesses venture,</li> <li>8. interpret their own business plan.</li> </ol>
<p><b><i>Course content</i></b></p>	<p>Term, the aim and content items. 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</p>

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.

## 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	1,2,3,4,5,6,7,8
<i>Practicals and seminars</i>	30 hours / 1 ECTS	1,4,5,7,8
<i>Preparation for mid term exam</i>	30 hours / 1 ECTS	3,4,5,6
<i>Preparation of a business plan</i>	60 hours / 2 ECTS	3,4,5,6,7,8
<i>Self-study</i>	45 hours / 1,5 ECTS	1,2,3,4,5,6,7,8
<i>Office hours and final exam</i>	15 hours / 0,5 ECTS	1,2,3,4,5,6,7,8
<b>TOTAL:</b>	<b>210 hours / 7 ECTS</b>	<b>1,2,3,4,5,6,7,8</b>

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Class attendance and participation</i>	70 - 100	5
<i>First mid-term exam</i>	50-100	35
<i>Second mid-term exam</i>	50-100	35
<i>Business plan</i>	50-100	25

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	70
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	30
Testing indicators – makeup exam (third and fourth exam term)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Practical exam (written)</i>	50 - 100	70
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	30

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.