

(Table 5.2) Course unit description

Study program: Economics and Business Management				
Type and level of studies: Undergraduate studies (first level)				
Course unit: Entrepreneurial management				
Teacher in charge: Jelena Erić Nielsen				
Language of instruction (<i>English or other foreign language</i>): English				
ECTS: 7				
Prerequisites: Basic knowledge in the field of Management and Organization				
Semester: <i>Winter</i>				
Course unit objective: The objective of the course is to introduce basic concepts and ideas of entrepreneurial management, through thorough and rigorous analysis of multiple relevant scientific topics: identification and evaluation of entrepreneurial idea, feasibility analysis, gathering necessary resources, starting new venture, growth management and exit strategies. Holistic approach in achieving defined goal is based on intertation previously mastered skills and expertize in the fieds of management, organization, marketing and finance.				
Learning outcomes of Course unit				
<ul style="list-style-type: none"> • Students will be able to fully understand the relevance and potential of entrepreneurship • Expanded knowledge base about key determinants of entrepreneurial process • Expertise in analysis and evaluation of business ideas • Decision making ability, base on incomplete data • Team work, communication skills, independent learning skills, flexible approach 				
Course unit contents				
<i>Theoretical lectures:</i>				
1. Entrepreneurship – nature, relevance, forms				
2. Key factors influencing entrepreneurship in 21. century				
3. Entrepreneur – personality and cognitive traits, behavior, classification				
4. Creativity and innovation as key determinants of successful entrepreneurs				
5. Entrepreneurial process and fund raising				
6. Ethical and social responsibility of entrepreneur				
7. Entrepreneurial strategies				
8. Corporate entrepreneurship				
9. Growth management				
10. Exit strategies				
<i>Practical lectures:</i>				
Business plan, interview with entrepreneur, case studies, research projects etc.				
Literature				
<ul style="list-style-type: none"> • Hisrich, R. D., Peters, M.P., & Shepherd, D. A. (2016). <i>Entrepreneurship</i>, 10th ed., Irvin-McGraw-Hill. • Mariotti, S. & Glackin, C. (2015). <i>Entrepreneurship & Small Business</i>, 2nd ed., Pearson Education Limited. • Katz, J. & Green, R. (2014). <i>Entrepreneurial Small Business</i>, 4th ed., McGraw-Hill/Irvin, New York, USA. 				
Number of active teaching hours				Other classes
Lectures: 2	Practice: 2	Other forms of classes:	Independent work:	
Teaching methods				
Examination methods (maximum 100 points)				
Exam prerequisites		No. of points:	Final exam	No. of points:
Student's activity during lectures		10	oral or written examination	30
practical classes/tests		2x25=50		
Seminars/homework		10	
Project				
Other				
Grading system				
Grade	No. of points		Description	
10	91-100		Excellent	
9	81-90		Exceptionally good	
8	71-80		Very good	
7	61-70		Good	
6	51-60		Passing	
5	0-50		Failing	