Study program: Entrepreneurial Management

Type and level of studies: Master studies (second level of studies)

Course unit: Entrepreneurial Management

Teacher(s) in charge: Milena Damnjanović

Language of instruction: English

ECTS: 6

Prerequisites: -

Semester: Winter

Course unit objective

The primary aim of the Entrepreneurial Management course is to prepare students to strategically manage entrepreneurial ventures in a dynamic business environment. It aims to foster a critical understanding of how innovation, technology, and managerial skills interact to identify opportunities, scale businesses, and build adaptable organizational structures that cultivate an entrepreneurial culture and leadership.

Learning outcomes of Course unit

Upon successful completion of this course, students will be able to:

- Analyze the impact of digital transformation and AI on contemporary entrepreneurial business models.
- Apply Lean Startup and Design Thinking methodologies in the process of identifying and developing new business opportunities.
- Develop a financial plan and evaluate the economic feasibility of an entrepreneurial venture.
- Design an organizational structure and define human resource motivation measures within an entrepreneurial organization.
- Create a project pitch presentation targeted at potential investors.
- Formulate strategies for rapid business growth (growth hacking) and international market expansion.
- Make sound business decisions in simulated high-risk and crisis situations.

Course unit contents

Theoretical classes

Entrepreneurship in the 21st century (digital transformation, application of AI); Entrepreneur in modern business; Creativity and innovation; Entrepreneurial ventures; Identification, development, and evaluation of business opportunities; Importance of market research; Contemporary approaches to new product development (Lean Startup; Design Thinking); Execution of entrepreneurial ventures; Financial aspects of entrepreneurship; Development of the entrepreneurial organization; Entrepreneurial organizational culture; Designing entrepreneurial organizational structures; Motivation and human resource management (teams, conflicts, motivation); Role of management in fostering entrepreneurial behavior; Leadership; Managing entrepreneurial ventures (monitoring and control, risk management, crisis management); Growth management (growth strategies, internationalization, business scaling, growth hacking strategies).

Practical classes

Case study analysis of digital transformation and AI application in entrepreneurship; Entrepreneurial venture presentations (pitch project); Market research simulation; Workshop: product design; team formation and conflict simulation; Creation/analysis of financial plans; Business crisis simulation; Designing growth hacking strategies.

Литература

[1] Shepherd, D.A. & Patzelt, H. (2026). *The Entrepreneurial Compass: How Entrepreneurs Think, Decide, and Act Under Uncertainty*, Palgrave Macmillan, Springer Nature.

[2] Shepherd, D.A. & Patzelt, H. (2021). *Entrepreneurial Strategy: Starting, Managing, and Scaling New Ventures*, Palgrave Macmillan, Springer Nature.

[3] Kastratović, E. (2025). *Preduzetnički menadžment*, Beograd: Visoka škola za poslovnu ekonomiju i preduzetništvo (izabrana poglavlja)

[4] Erić Nielsen, J. (2020). Korporativno preduzetništvo, Kragujevac: Ekonomski fakultet (izabrana poglavlja)

[5] Ries, E. (2018). *The Startup way – How Modern Companies Use Entrepreneurship Management to Transform Culture and Drive Long-Term Growth* (prevedeno izdanje), Beograd: iLearn d.o.o

Number of active teaching hours				**Other classes**
Theoretical Lectures: 2	Practical Teaching: 2	Other forms of classes: Mentoring system	Independent work: Project	

Teaching methods: Implementation of lectures and exercises according to the model of interactive teaching. Teaching methods: methods of working the text, methods of verbal monologue, methods of discussion, simulations and workshops. The course is supported by an e-course.

Examination methods (maximum 100 points)

Exam prerequisites	No. of points:	**Final exam**	No. of points:

Activities during teaching process	**10**	Oral examination	
Practical assignment/Project	**30**	Written examination	**30**
Colloquium	**30**		