Study program: Engineering management, Information Technology

Type and level of studies: Undergraduate Academic Studies

Course unit: Entrepreneurship Fundamentals

Teacher(s) in charge: Miloš Ž. Papić, Milena Damnjanović

Language of instruction: English

ECTS: 6

Prerequisites: -

Semester: Summer

Course unit objective

Acquiring theoretical knowledge about the development of the theory and practice of entrepreneurship. In the second part of this course, students should acquire practical knowledge about creating a business plan as an indispensable condition for starting an entrepreneurial venture. These two segments represent an inseparable whole.

Learning outcomes of Course unit

Mastering knowledge in the field of entrepreneurship, enabling students to research and search for new business ventures independently, their valorization and decision-making, as well as management of already developed jobs.

Course unit contents

Theoretical classes

Nature, characteristics and behavior of entrepreneurs; Forms of entrepreneurship; The nature and importance of entrepreneurship; The role of entrepreneurship in the economy and society; Entrepreneurial strategies; Innovations and entrepreneurship; Entrepreneurship and small businesses; Creation of new business ventures; Development of a business plan; Financing of new ventures; Entrepreneurship and business development; Developing entrepreneurship in large companies; Entrepreneurial orientation in the future.

Practical classes

Practice classes include the preparation, writing and defense of a seminar paper - Business Plan (BP). Content of exercises: Definition, Goal, Purpose, Characteristics; Methodologies for creating BP - Domestic models - Elements of a business plan; Example of a concrete Business Plan: Introduction, Summary, Company Objectives, Recapitulation, Other elements, Conclusion.

Литература

[1] Laverty, M. & Little, C., (2020). *Entrepreneurship*, OpenStax, Rice University, Houston, Texas, USA. Access for free at openstax.org

[2] Kuckertz, A., Leicht, T., Scheu, M., da Silva Wagner, I. Ebersberger., (2025). *Mastering your Entrepreneurial Journey – From Vision to Venture*, Springer.

[2] Hisrich, R., Peters M.P. & Shepherd, D.A. (2017). *Entrepreneurship*, Tenth Edition, McGrawHill Education

[3] Dollinger, M. J. (2008). *Entrepreneurship: Strategies and Resources* (4th ed.). Lombard, Illinois USA: Marsh Publications.

[4] Bešić, C., Sajfert, Z., Ćoćkalo, D., (2015). *Osnovi preduzetništva*, Fakultet tehničkih nauka u Čačku, Čačak.

[5] Drucker, P., (1996). *Inovacije i preduzetništvo*, Grmeč, Beograd.

[6] Siropolis, N., (1995). *Menadžment malog preduzeća – vodič u preduzetništvo*, Mate, Zagreb.

[7] Baierl, R., Behrens, J., & Brem, A. (Eds.). (2019). *Digital Entrepreneurship: Interfaces Between Digital Technologies and Entrepreneurship*. Springer.

[8] Turi, A. N. (2020). *Technologies for Modern Digital Entrepreneurship*. Apress.Vancouver, Canada

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

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, workshops, role-playing, teaching by project, methods of practical activities. Teaching supported by the e-learning platform

Examination methods (maximum 100 points)

Exam prerequisites	No. of points:	**Final exam**	No. of points:
Activities during teaching process	**10**	Oral examination	
Practical assignment	**10**	Written examination	**30**
Colloquiums	**30**		
Seminar	**20**		