

Faculty of Economics / Ekonomija (2017.) /

Prerequisites	None
Aims	Understanding the essence of entrepreneurial process - exploring innovative chances in launching and supporting growth of successful new businesses
Lecturer / Teaching assistant	Mirjana Kuljak Dragana Ćirovic
Method	Lectures, case study analysis, group discussions, student assignment presentations and company internship
Week 1, lectures	Identifying and analysing entrepreneurial chances
Week 1, exercises	Identifying and analysing entrepreneurial chances
Week 2, lectures	Transforming possible entrepreneurial chance to a focused strategy and properly defined business initiative
Week 2, exercises	Transforming possible entrepreneurial chance to a focused strategy and properly defined business initiative
Week 3, lectures	Developing usefull business plan
Week 3, exercises	Developing usefull business plan
Week 4, lectures	Creating appealing elements to sell an entrepreneurial idea to investors, buyers, partners and key employees
Week 4, exercises	Creating appealing elements to sell an entrepreneurial idea to investors, buyers, partners and key employees
Week 5, lectures	Attracting most talented people and vital resources needed to transform a vision into reality
Week 5, exercises	Attracting most talented people and vital resources needed to transform a vision into reality
Week 6, lectures	Developing organisation and capabilities needed for launching and sustaining business enterprises in early phase of their development
Week 6, exercises	Developing organisation and capabilities needed for launching and sustaining business enterprises in early phase of their development
Week 7, lectures	Bringing decision whether to develop capabilities inside the organization or to obtain them through partnerships, joint ventures or potential acquisitions
Week 7, exercises	Bringing decision whether to develop capabilities inside the organization or to obtain them through partnerships, joint ventures or potential acquisitions
Week 8, lectures	Developing strategy, organization and model of lidership for various phases of business growth
Week 8, exercises	Developing strategy, organization and model of lidership for various phases of business growth
Week 9, lectures	Recognizing and managing risk, while creating and measuring value
Week 9, exercises	Recognizing and managing risk, while creating and measuring value
Week 10, lectures	Colloquium
Week 10, exercises	Colloquium
Week 11, lectures	Corrective colloquium
Week 11, exercises	Corrective colloquium
Week 12, lectures	Internship
Week 12, exercises	Internship
Week 13, lectures	Internship
Week 13, exercises	Internship
Week 14, lectures	Internship
Week 14, exercises	Internship
Week 15, lectures	Internship
Week 15, exercises	Internship
Student obligations	A student has obligations to regularly attend classes and pursue activities according to ECTS criteria.
Consultations	As written on Faculty site and on the teachers room door
Workload	Weekly Total: 9 hours - 3 hours of lectures - 2 hours of exercises - 4 hours of independent work,

	including consultations Over semester Total for the course: 192 hours - lectures and final exam: 9 hours x 16 weeks = 144 hours - additional work for preparation of the exam in corrective term: 48 sati
Literature	
Examination methods	To pass the exam a student should cumulatively attain min 50 points, of which: class activities max 10 points; one colloquium max 40 points; final exam max 50 points.
Special remarks	
Comment	Students who will be doing an internship in a company from this subject will be required to do a project assignment, in coordination with the subject professor and a mentor from the company. The project assignment will be evaluated up to 25 points as part of the final exam (50% of the points awarded by the final exam). Students can earn the remaining 25 points in the final exam by taking the oral exam. Students who do their internship in the company from another subject take the oral final exam and can earn up to 50 points that way.
Learning outcomes	After passing the exam a student will be able to: - refine his/her way of thinking and widen a set of entrepreneurial skills - improve successful entrepreneurial strategies - assess and use innovative chances in launching and developing successful new businesses