

Ekonomski fakultet / BUSINESS AND ECONOMICS / INTRODUCTION TO BUSINESS

Naziv predmeta:	INTRODUCTION TO BUSINESS			
Šifra predmeta	Status predmeta	Semestar	Broj ECTS kredita	Fond časova (P+V+L)
14297	Obavezan	1	7	2+2+0
Studijski programi za koje se organizuje	BUSINESS AND ECONOMICS			
Uslovljenost drugim predmetima	There is no conditionality for registering and listening to the subject.			
Ciljevi izučavanja predmeta	<p>The course aims to provide students with understanding business as a way of thinking and behaving. Namely, the main goal of the course is to enable students to understand the importance and role of business (business) in the modern environment, as well as to gain basic knowledge and key skills for starting and running their own business. Creating new businesses, finding new markets and strengthening organizational efficiency can be achieved through innovation, as a key determinant of competitive advantage in the modern age, which is one of the tasks of the discipline. Starting from the above, during the semester, students will have the opportunity to study the process of creating innovations, on the basis of which it is possible to realize new business ventures. The intention is to provide students with basic knowledge needed for independent assessment of business opportunities, their market valorization, as well as for assessment of their own (entrepreneurial) abilities for doing business and business plan modeling, which creates prerequisites for successful entrepreneurial management, not only within the framework of smaller business ventures, but also in specific economic conditions realities of larger organizations. The ultimate goal is to make students aware of the importance of business and entrepreneurship for the development of the economy and society, and to make them think in that context through a critical review, as well as through their own enthusiasm.</p>			
Ishodi učenja	<p>After the student passes this exam, he/she will be able to: □ Describe the basic categories of business (business venture), through the ability to spot opportunities, and through the critical development of consciousness and personal enthusiasm for doing business; □ Discuss the features and characteristics of the business owner (entrepreneur) and recognize the key jobs (tasks) that he/she performs; □ Summarize business environment factors through the dimensions of national, regional and global business and thorough cross-cultural specificity; □ Differentiates the nature of business opportunities, sources of business ideas, methods for spotting opportunities and ways of making business decisions; □ Describe the innovation as a determinant of business and analyze the resources necessary for the realization of business; □ Describe the business plan creation model (form and content for a specific idea, i.e. company); □ Classify general and specific business financing models, as well as possible variants in business creation, through world and national practice;</p>			
Ime i prezime nastavnika i saradnika	PhD Boban Melović, Full professor; MSc Dragana Čirović, Teaching Assistant			
Metod nastave i savladanja gradiva	Explanations of theoretical postulates, case studies (foreign and domestic), essays, debates, practical workshops (creating a business plan, etc.), class discussions, consultations, etc.			
Plan i program rada				
Pripremne nedjelje	Priprema i upis semestra			
I nedjelja, pred.	Introduction to business and entrepreneurship – key concepts and definitions			
I nedjelja, vježbe	Introduction to business and entrepreneurship – key concepts and definitions			
II nedjelja, pred.	Analysis of the business environment (local, regional and global perspective)			
II nedjelja, vježbe	Analysis of the business environment (local, regional and global perspective)			
III nedjelja, pred.	Entrepreneurial management – tasks, traits and specificities of managing relations with various stakeholders			
III nedjelja, vježbe	Entrepreneurial management – tasks, traits and specificities of managing relations with various stakeholders			
IV nedjelja, pred.	Business goals – the role of business networking and cross-cultural specificities			
IV nedjelja, vježbe	Business goals – the role of business networking and cross-cultural specificities			
V nedjelja, pred.	Business development process – key factors of business realization			
V nedjelja, vježbe	Business development process – key factors of business realization			
VI nedjelja, pred.	Methods and techniques of identifying and analysing business opportunities			
VI nedjelja, vježbe	Methods and techniques of identifying and analysing business opportunities			

VII nedjelja, pred.	Business and innovation – business models of innovation
VII nedjelja, vježbe	Business and innovation – business models of innovation
VIII nedjelja, pred.	Organization of business activities – forms, resources and infrastructure
VIII nedjelja, vježbe	Organization of business activities – forms, resources and infrastructure
IX nedjelja, pred.	Business life cycle and crisis - causes, consequences and possible solutions
IX nedjelja, vježbe	Business life cycle and crisis - causes, consequences and possible solutions
X nedjelja, pred.	Business results and business ethics - factors of success and failure of a new business
X nedjelja, vježbe	Business results and business ethics - factors of success and failure of a new business
XI nedjelja, pred.	Form and content of a business plan - training students for business plan modelling
XI nedjelja, vježbe	Form and content of a business plan - training students for business plan modelling
XII nedjelja, pred.	Starting a business – legal and marketing aspects of business positioning
XII nedjelja, vježbe	Starting a business – legal and marketing aspects of business positioning
XIII nedjelja, pred.	Business financing models and forms of business development support
XIII nedjelja, vježbe	Business financing models and forms of business development support
XIV nedjelja, pred.	Possible variants in business creation - market entry strategies
XIV nedjelja, vježbe	Possible variants in business creation - market entry strategies
XV nedjelja, pred.	Business and the new economic paradigm – globalization and contemporary changes in business and entrepreneurship
XV nedjelja, vježbe	Business and the new economic paradigm – globalization and contemporary changes in business and entrepreneurship
Opterećenje studenta	Per week 7 credits x 40/30 = 9 hours 20 minutes Structure: 1 hour and 30 minutes for lectures 1 hour and 30 minutes for exercise classes 6 hours and 20 minutes of student independent work, including consultations. Per semester Total workload for the course 7 x 30 = 210 hours Structure: Teaching and final exam: 9 sati 20 min x 16 nedjelja = 149 hours 20 min Necessary preparations before the beginning of the semester (administration, enrollment, certification): 9 hours 20 min x 2 = 18 hours 40 minutes. Additional work for preparation and taking the exam in the correctional period: 42 hours.
Nedjeljno	U toku semestra
7 kredita x 40/30=9 sati i 20 minuta 2 sat(a) teorijskog predavanja 0 sat(a) praktičnog predavanja 2 vježbi 5 sat(a) i 20 minuta samostalnog rada, uključujući i konsultacije	Nastava i završni ispit: 9 sati i 20 minuta x 16 =149 sati i 20 minuta Neophodna priprema prije početka semestra (administracija, upis, ovjera): 9 sati i 20 minuta x 2 =18 sati i 40 minuta Ukupno opterećenje za predmet: 7 x 30=210 sati Dopunski rad za pripremu ispita u popravnom ispitnom roku, uključujući i polaganje popravnog ispita od 0 do 30 sati (preostalo vrijeme od prve dvije stavke do ukupnog opterećenja za predmet) 42 sati i 0 minuta Struktura opterećenja: 149 sati i 20 minuta (nastava), 18 sati i 40 minuta (priprema), 42 sati i 0 minuta (dopunski rad)
Obaveze studenta u toku nastave	Students are required to regularly attend classes and do the planned colloquiums, essays, seminar and practical papers
Konsultacije	In the time available on the faculty website.
Literatura	<ul style="list-style-type: none"> • Gitman L., et al., (2018), Introduction to Business, selected chapters, OpenStax; • Hisrich R., (2019), Entrepreneurship, selected chapters, McGraw Hill Education; • Kumar B.A., (2016), Innovation and entrepreneurship, selected chapters, Laximi Publications LTD. • Material from lectures (authorized lectures) - selected parts of contemporary literature in the field of business and entrepreneurship.
Oblici provjere znanja i ocjenjivanje	The rules assessment of the course are aligned with the Rules of study at the undergraduate level prescribed by the University of Montenegro (see more on www.ucg.ac.me). Assessment structure formed on the basis of the following elements: 1. Two colloquiums with 25 points each (2 X 25 = 50 points) 2. Essays / Activities (10 points) 3. Business Plan (10 points) 4. The final exam (30 points) Total 100 points In order to pass the exam, the student needs to cumulatively collect a minimum of 50 points through the offered forms of activity.
Posebne naznake za predmet	-

Napomena			-			
Ocjena:	F	E	D	C	B	A
Broj poena	manje od 50 poena	više ili jednako 50 poena i manje od 60 poena	više ili jednako 60 poena i manje od 70 poena	više ili jednako 70 poena i manje od 80 poena	više ili jednako 80 poena i manje od 90 poena	više ili jednako 90 poena