

Study program: Management of food technology and gastronomy			
Course name: Entrepreneurial management			
Professor: Predrag D. Ranisavljević, M.Sc			
Subject status: elective course			
ECTS: 6			
Requirements: no requirements			
Aim of the course The aim of the course is to familiarize students with the concept, theoretical basics of entrepreneurship and entrepreneurial management, with the affirmation of entrepreneurship in times of transition, with individual, corporative, public entrepreneurial management, with innovations as entrepreneurial basis, with the possibilities of starting one's own business and the role of management staff in small and medium sized enterprises. Students will also learn about the key elements of project development and its management in business entities and other organizations.			
Outcome of the course After successfully completing the course, students will have acquired knowledge on the development of entrepreneurial management. Students will be able to: find and identify the sources of innovative options, undertake entrepreneurial strategies, restructure their companies in accordance with the dynamics of a business environment.			
Content of the course <i>Theoretical lectures</i> The genesis of entrepreneurship; Assumptions and conditions of development of entrepreneurship; Innovations and entrepreneurship; Individual, corporative and group entrepreneurship; The development of technology and knowledge; Entrepreneurial strategies and tactics; Strategy of innovative entrepreneurial management; Implementation of entrepreneurial management tactics; Entrepreneurship and risks; Risk management; Entrepreneurial management; The notion and development of incubation centers; Small enterprise and entrepreneurship; Organizational culture; Project management. <i>Practical course work</i> Theoretical concepts on entrepreneurship, types and phases of company development; economic, sociological and tactical conditions for entrepreneurship development; Entrepreneurship in companies, corporations and groups of entrepreneurs; Main types and forms of strategies and policy implementation strategy; Strategical steps, interaction, compromise, conflicts; Implementation, evaluation and control of strategies; Business risks, internal and external; Organizations and management, decision making process and innovations; What are incubation centers, their importance and role; Challenges and chances, the growth of small enterprises; Definition, function, creation, strong and weak culture; Project aims, tasks, phases, cycles and changes.			
Literature			
<ul style="list-style-type: none"> • Др Жика Стојановић, <i>Предузетнички менаџмент</i>, ВПШСС Лесковац, 2009 • Проф. др Жика Стојановић, <i>Предузетништво</i>, ВПШСС, Лесковац, 2011 • Piter Drucker, <i>Иновације и предзетништво</i>, Привредни преглед Београд, 1991 			
Total number of active teaching classes		Lectures: 30	Practical course work: 30
Teaching methods Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	
Term papers	15		