

Study program: Finance, accounting and banking, Management of business and logistics, Business informatics and e-business, Tourism and hospitality			
Course name: Entrepreneurship			
Professor: Žika R. Stojanović, PhD			
Subject status: elective course			
ECTS: 6			
Requirements: no requirements			
Aim of the course The aim of the course is to point out the importance of entrepreneurship with special attention placed on the fact that entrepreneurs are the bearers of ideas and innovations and are thus called the actuators of economic growth. Moreover, by presenting examples of good practice and by analyzing particular case studies, the aim is to stimulate a desire and affinity towards starting their own business. A preparation of a short version of a business plan gives students practical knowledge which will be of help in testing a possible business idea.			
Course outcomes After successfully completing the theoretical part of the course, analysis of case studies and preparation of a business plan, students will embrace the maxim <i>The greater the number of entrepreneurs the quicker the economic growth</i> , which will stimulate a different mindset in relation to current one where the majority of students aspires to finding employment in public sector companies; students will be jolted into monitoring the market requirements, perceiving limitations and looking for sources of innovations. Due to the fact that certain characteristics which we call entrepreneurial can be gained, one of the course outcomes is to develop such characteristics with students which will greatly change their views of the business world. Furthermore, students will acquire knowledge in the field of business management, risk management and overcoming crisis situations.			
Content of the course <i>Theoretical lectures</i> Entrepreneurship as a form of conducting business operations; Definition and characteristics of an entrepreneur; Conditions for development of entrepreneurship; Systematic entrepreneurship and innovations; Creating an entrepreneurial idea; Testing ideas via development of a business plan; Provision of legality of a business entity and necessary resources; Managing the established business; Entrepreneurship in developed economies: Austria, Japan, USA; Social entrepreneurship; Business incubators; Entrepreneurship in Serbia; The future of entrepreneurship. <i>Practical course work</i> Overview of entrepreneurship genesis; Entrepreneur <i>innate</i> or <i>acquired</i> skill; Analysis of (in)adequate conditions for development of entrepreneurship; Examples of innovations in entrepreneurship; Development of ideas and good practice examples; Preparation of a short version of a business plan; Profit factors in business operations; Predictions and risk management in business operations; Characteristics and examples of entrepreneurship in Austria, Japan and USA; Models of social enterprises; Types of business incubators; Examples of successful entrepreneurship in Serbia; Analysis of opportunities for development of entrepreneurship.			
Literature • Јелена Крстић, Марко Анђелковић Слијепчевић – Предузетништво, Висока пословна школа струковних студија Лесковац, Лесковац 2015.			
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 1	30	
Colloquium 2	/		
Term paper(s)	15		