

Study program: 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 for students to master the basic terms, acquire theoretical and practical knowledge on entrepreneurial activities as well as to understand the importance and role of entrepreneurship and entrepreneurial potential for all business enterprises (companies, SME and public institutions).			
Outcome of the course After successfully completing the course students will be able to: understand entrepreneurship as a phenomenon of modern economy; they will be familiarized with the development of entrepreneurship in the world; they will be familiarized with models of privatization; students will be able to apply the basic elements of management as well as to identify sources of innovative possibilities; students will be able to apply entrepreneurial principles of practice and entrepreneurial strategies; students will know how to identify characteristics of joint venture with foreign partners and use its positive effects; students will be ready to actively participate in the processes of restructuring of companies and small/medium-sized enterprises.			
Content of the course <i>Theoretical lectures</i> Development of economic thought on entrepreneurship; Development of entrepreneurship in the USA; Development of entrepreneurship in Great Britain and Japan; Models and types of privatization; Genesis of management in developed economies; Development and expansion of theory of management; Systematic entrepreneurship and innovation; Innovation as a factor of development of entrepreneurship in tourism; Economic and market structures; New knowledge; Entrepreneurship practice; New business and enterprises; Entrepreneurship and joint venture with foreign partners; Entrepreneurial strategies; Entrepreneurship and restructuring of enterprises. <i>Practical course work</i> Actuality of entrepreneurship in modern economy; Entrepreneurship in economy and banking; Characteristics of ownership; Aims of privatization; Internal and external privatization; Scientific management; Administrative management; Meaningful innovation and sources of innovative possibilities; Entrepreneurial jobs, politics, practice, entrepreneurship in the sector of public services; Forming of market; Financial predictions; Characteristics and goals of joint venture; To be first, to be the best; Courses of business restructuring; Small-scale enterprise, global enterprise, entrepreneurial centers.			
Literature <ul style="list-style-type: none"> • Стојановић, Ж. <i>Предузетништво</i>, ВПШСС, Лесковац, 2011. • Стојановић, Ж. <i>Практикум из предузетништва</i>, ВПШСС Лесковац, 2010. • Drucker, P. <i>Менаџмент за будућност</i>, Пословни систем, Грмеч, 1995. 			
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		