Table 5.2. Subject specification

Study program: Bachelor Academic Studies **– Business Economics –** module 1 – ***Finance, Banking and Insurance* –** module 2 – ***Business Economics and Entrepreneurship***			
Subject name: Entrepreneurship			
Teacher / teachers : Nikitović Z. Zorana			
Course status: elective, third year, fifth semester			
Number of ECTS : 8			
Condition: no			
Course objective: The aim of the course is to acquire theoretical knowledge in the field of entrepreneurship and innovation , to enable students to recognize and adopt entrepreneurial philosophy, use entrepreneurial processes and understand the entrepreneurial personality and innovation as a strategic advantage at all levels of business. The aim is to synthesize all this knowledge and achieve a creative context for designing new business ventures, while enabling students to independently recognize a business opportunity and translate it into an organized business process. Students will be introduced to the specific elaboration of a business process through business plan and planning documents.			
Outcome of the case: The outcome of the course is the adoption of theoretical knowledge in entrepreneurship and innovation; students have mastered the concept and terminology of the entrepreneurial field; they have been enabled to understand the importance of business opportunities, resources and teams, innovation and creativity as the ability to create new ideas and new ways of solving problems ; they have been enabled to independently recognize a real business opportunity and translate it into a real business process; they have been enabled to understand the importance of risk in entrepreneurial activities of creating new business ventures ; they have mastered the skills of independently developing a business plan and its implementation in practice.			
Course content: **Theoretical teaching:** Definition of entrepreneurship; Theories of entrepreneurship; Innovation and basic principles of innovative behavior; Creativity and innovation; The impact of innovation on growth and development; Entrepreneurial process; Entrepreneurship environment; Business opportunity or advantage; Resources and teams; Basic indicators for entrepreneurial decision-making; Risk analysis of entrepreneurial venture; Business planning methodology; Business communication; Types of entrepreneurship; Business incubators; Clusters; Parks (industrial, scientific, technological, research); Entrepreneurial business in modern business conditions. **Practical classes:** A closer explanation of some of the topics covered in the lectures. Practical work - analysis of selected case studies; The most famous entrepreneurs throughout the history of Serbia; And creating a business plan ; Qualities of top entrepreneurs; Preparation for midterms and exams. Evaluation of the implemented teaching and analysis of its results.			
Literature Basic: Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, *Entrepreneurship (12th Edition)*, McGraw Hill, 2023. Bruce R. Barringer, R. Duane Ireland, *Entrepreneurship: Successfully Launching New Ventures (7th Edition)*, Pearson, 2024			
Number of hours of active teaching	**Theoretical classes : 45**	**Practical classes: 30**	
Teaching methods Lectures are held in an auditorium with all students, supported by presentations and audio-visual material; Exercises are performed in groups of students in classrooms, as follows: as auditorium, where individual topics from the lecture are further developed and examples from practice are analyzed; as practical work , for developing a business plan; as demonstration , for presenting a business plan; and as discussion , for discussing selected topics from the material covered .			
Knowledge score (maximum number of points 100)			
Activity during the lecture	5	Written exam	3 0
Practical teaching	15	Oral exam	20
Colloquium 1	15		
Colloquium 2	1 5	*Total points*	*100*