

Table 5.2. Subject specification

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| <b>Study program:</b> Bachelor Academic Studies – <b>Business Economics</b> – module 1 – <b>Finance, Banking and Insurance</b> – module 2 – <b>Business Economics and Entrepreneurship</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                 |                              |     |
| <b>Subject name:</b> Entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                 |                              |     |
| <b>Teacher / teachers :</b> Nikitović Z. Zorana                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                 |                              |     |
| <b>Course status:</b> elective, third year, fifth semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                 |                              |     |
| <b>Number of ECTS :</b> 8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                 |                              |     |
| <b>Condition:</b> no                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                 |                              |     |
| <b>Course objective:</b><br>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.                                                                                                                                                                                                                                                                                                                                                                       |                                 |                              |     |
| <b>Outcome of the case:</b><br>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.                                                                                                                                                                                                                                                                                                            |                                 |                              |     |
| <b>Course content:</b><br><b>Theoretical teaching:</b><br>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.<br><b>Practical classes:</b><br>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. |                                 |                              |     |
| <b>Literature</b><br>Basic:<br>Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, <b>Naziv knjige:</b> <i>Entrepreneurship (12th Edition)</i> , <b>Izdavač i godina izdanja:</b> McGraw Hill, 2023.<br>Bruce R. Barringer, R. Duane Ireland, <i>Entrepreneurship: Successfully Launching New Ventures (7th Edition)</i> , Pearson, 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                 |                              |     |
| <b>Number of hours of active teaching</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Theoretical classes : 45</b> | <b>Practical classes: 30</b> |     |
| <b>Teaching methods</b><br>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 .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                 |                              |     |
| <b>Knowledge score (maximum number of points 100)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                 |                              |     |
| 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 |