

NAME OF THE COURSE		ENTREPRENEURSHIP					
Code	ECA104	Year of study	3.				
Course teacher	Dejan Kružić, Full professor/Marina Lovrinčević, Associate professor	Credits (ECTS)	5				
Associate teachers	Ljiljana Najev Čačija, Assistant Professor Ana Juras, Postdoctoral researcher	Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Obligatory/Compulsory	Percentage of application of e-learning	40%				
COURSE DESCRIPTION							
Course objectives	Acquiring basic definitions, principles, concepts and models of entrepreneurship.						
Course enrolment requirements and entry competences required for the course	Course signature requirements: as determined by the Statute of the Faculty of Economics, Business and Tourism and Rules and Regulations for Studies and Study Programmes.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	GENERAL OUTCOME: 1. Ability to start a company and to create elements of business plan. INDIVIDUAL OUTCOMES: 1. To define business model and to evaluate different aspects of new venture (start-up). 2. To analyse environment elements and processes which determine start-up success/failure. 3. To identify and analyse internal strengths and weaknesses and external opportunities and strengths related to entrepreneur and new venture. 4. To analyse and understand effects of entrepreneurial alternatives. 5. To design and establish organization and technology for new venture realization.						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises:				
	Topic	Hours	Topic	Hours			
	A framework for entrepreneurship. Entrepreneurship in general economic theory. Entrepreneurship and economic development.	2	Opening discussion. Students' expectations analysis. Information on the course, requirements and grading. Entrepreneurial quiz I.	2			
	Entrepreneurship and entrepreneurial economy. The future of entrepreneurship.	2	Basic concepts: entrepreneur and entrepreneurship. Case study method.	2			
	Types of entrepreneurs; characteristics and traits, skills and competences. Sources of entrepreneurial ideas.	2	Characteristics of successful entrepreneurs. Case study.	2			
	Models of entrepreneurship. The Macroeenvironment for entrepreneurship. Entrepreneurship and innovativeness.	2	Innovation. Case study.	2			
	Entrepreneurship and small business. Small business life-cycle.	2	Managing growth of new venture. Case study.	2			
	Types of entrepreneurial organization. Handicraft. Partnerships. Corporations and limited-liability companies. Cooperatives. Entrepreneurial alternatives. Start-up. Acquisition.	2	Process of starting a small business in the Republic of Croatia. Women entrepreneurs. Case study.	2			
	Entrepreneurial alternatives. Franchising. Succession.	2	Franchising. Case study.	2			
	Start-up/Business plan. Elements of business plan.	2	Work shop. Students' business plans (1).	2			

	Small business/financial, material and human resources. Combination of resources for small business.	2	Work shop. Students' business plans (2).	2	
	Small business/production, operations, inventories.	2	Production capacity and inventory management. Examples.	2	
	Marketing and sales. Finance.	2	Calculation. Examples.	2	
	Small business effectiveness and efficiency.	2	Profitability indicators. Examples.	2	
	Factors for promotion and development of entrepreneurship. Entrepreneurship in the Republic of Croatia/strategy, goals, programs and projects.	2	Entrepreneurship in Croatia. Case study. Entrepreneurial quiz II. Course overview.	2	
Format of instruction	X lectures X seminars and workshops X exercises <input type="checkbox"/> on line in entirety x partial e-learning <input type="checkbox"/> field work		X independent assignments X multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor X online quizzes		
Student responsibilities	At least 50% class attendance and at least 50% of self-assessment activities is obligatory to grant signature.				
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1,5	Research	Practical training	0,8
	Experimental work		Report	Online quizzes	0,2
	Essay		Seminar essay	(Other)	
	Tests	1,5	Oral exam	(Other)	
	Written exam	1	Project	(Other)	
Grading and evaluating student work in class and at the final exam	2 tests during semester and case study analysis. After successful completion of tests and participation in case study analysis and business plan development, student will achieve a mark.				
	Students who are not participating in the class or who do not achieve a pass mark through tests, will write an exam.				
Required literature (available in the library and via other media)	Title		Number of copies in the library	Availability via other media	
	1. Buble, M., Kružić, D.: Poduzetništvo: realnost sadašnjosti i izazov budućnosti , RRI plus, Zagreb, 2006		10		
	2 .Buble, M., Poduzetništvo , ASPIRA, Split, 2014.		10		
	3. Zimmerer, T. W., Scarborough, N. M., & Wilson, D. (2011). <u>Essentials of entrepreneurship and small business management. Pearson/Prentice Hall</u>				
	4. Neck, H. M., Neck, C. P., & Murray, E. L. (2019). <u>Entrepreneurship: the practice and mindset. Sage Publications</u>				

Optional literature (at the time of submission of study programme proposal)	1. Grupa autora: Poduzetnička radionica - od poduzetničke ideje do izrade poslovnog plana, skripta, Ekonomski fakultet Split, Split, 2007. 2. <u>GEM reports (various years)</u> 3. <u>World Bank – Doing business (various years)</u> 4. <u>Amorós, J. E., Cristi, O., & Naudé, W. (2021). Entrepreneurship and subjective well-being: Does the motivation to start-up a firm matter?. <i>Journal of Business Research</i>, 127, 389-398.</u> 5. <u>Coffman, C. D., & Sunny, S. A. (2021). Reconceptualizing necessity and opportunity entrepreneurship: A needs-based view of entrepreneurial motivation. <i>Academy of Management Review</i>, 46(4), 823-825.</u>		
Quality assurance methods that ensure the acquisition of exit competences	Class attendance monitoring – teacher. Class quality supervision – Vice dean. Analysis of students' success – Vice dean. Survey on quality of teachers and teaching – University of Split, Centre for Quality Improvement Final exam is relevant for the assessment of course outcomes. The content of exam is reassessed periodically in order to assure fit with course outcomes.		
Other (as the proposer wishes to add)			