

NAME OF THE COURSE		ENTREPRENEURIAL PLANNING																																					
Code	EUB218	Level of study	undergraduate																																				
Course teacher	Associate professor Vlatka Škokić	Credits (ECTS)	5																																				
Associate teachers	Marina Lovrinčević, Ljiljana Najev Čačija, Ana Juras	Type of instruction (number of hours)	L	S	E	F																																	
			26		26																																		
Status of the course	-	Percentage of application of e-learning	40%																																				
COURSE DESCRIPTION																																							
Course objectives	Acquiring basic definitions, principles, concepts and models of entrepreneurial planning.																																						
Course enrolment requirements and entry competences required for the course	<p><b>Course signature requirements:</b> as determined by the Statute of the Faculty of Economics and Rules and Regulations for Studies and Study Programmes.</p> <p><b>Entry competencies:</b> English language proficiency level B2-C1 (CEFR) and computer skills (Microsoft Office Package).</p>																																						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>GENERAL OUTCOME:</p> <p>1. Ability to design business plan/feasibility study independently and to realize entrepreneurial intention/activity.</p> <p>INDIVIDUAL OUTCOMES:</p> <p>1. To define business plan, identify its building blocks and to evaluate project efficiency.</p> <p>2. To analyse environment elements and processes which determine venture success/failure.</p> <p>3. To implement sensitivity analysis in different business settings.</p> <p>4. To monitor business plan realization.</p> <p>5. To use modern static and dynamic methods of project evaluation.</p>																																						
Course content broken down in detail by weekly class schedule (syllabus)	<table border="1"> <thead> <tr> <th rowspan="2">Week</th> <th colspan="2">Lectures</th> <th colspan="2">Tutorials</th> </tr> <tr> <th>Topic</th> <th>Hours</th> <th>Topic</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Entrepreneurship and planning. Definition, levels, types of planning.</td> <td>2</td> <td>Opening discussion. Students' expectations analysis. Information on the course, requirements and grading.</td> <td>2</td> </tr> <tr> <td>2</td> <td>Goals. Management by objectives. Participants in the planning process.</td> <td>2</td> <td>Methods of finding and shaping entrepreneurial ideas. Brainstorming technique.</td> <td>2</td> </tr> <tr> <td>3</td> <td>Methods and techniques of entrepreneurial planning: sources of new ideas, shaping new ideas and market analysis.</td> <td>2</td> <td>Entrepreneurial infrastructure.</td> <td>2</td> </tr> <tr> <td>4</td> <td>Methods and techniques of entrepreneurial planning: organization and employment.</td> <td>2</td> <td>Start-up process. Assignment 1 submission</td> <td>2</td> </tr> <tr> <td>5</td> <td>Methods and techniques of entrepreneurial planning: financial analysis.</td> <td>2</td> <td>Assignment 1 Presentations</td> <td>2</td> </tr> </tbody> </table>					Week	Lectures		Tutorials		Topic	Hours	Topic	Hours	1	Entrepreneurship and planning. Definition, levels, types of planning.	2	Opening discussion. Students' expectations analysis. Information on the course, requirements and grading.	2	2	Goals. Management by objectives. Participants in the planning process.	2	Methods of finding and shaping entrepreneurial ideas. Brainstorming technique.	2	3	Methods and techniques of entrepreneurial planning: sources of new ideas, shaping new ideas and market analysis.	2	Entrepreneurial infrastructure.	2	4	Methods and techniques of entrepreneurial planning: organization and employment.	2	Start-up process. Assignment 1 submission	2	5	Methods and techniques of entrepreneurial planning: financial analysis.	2	Assignment 1 Presentations	2
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	6	Business plan: definition and elements.	2	Assignment 1 Presentations	2	
	7	Anatomy of a business plan.	2	Assignment 1 Presentations	2	
	8	Feedback on presentations.	2	Feedback on presentations.	2	
	9	Marketing aspect of entrepreneurial planning: market research and analysis, marketing strategy and marketing plan.	2	Quiz-Industrial analysis. SWOT. Marketing mix, marketing budget and sales forecasting/projection.	2	
	10	Technical and technological analysis in entrepreneurial planning.	2	Location, equipment, capacity, material inputs.	2	
	11	Management and organization in entrepreneurial planning.	2	Organization, management, employees.	2	
	12	Financial analysis in entrepreneurial planning.	2	Financial inputs, amortization, revenues projection, costs projection, profit and loss account.	2	
	13	Evaluation of entrepreneurial planning.	2	Profitability indicators.	2	
	14	Sensitivity analysis.	2	Business plan example case.	2	
	15	Assignment 2 submission	2	Assignment 2 submission	2	
Format of instruction	<b>X lectures</b> <b>X seminars and workshops</b> <b>X exercises</b> <input type="checkbox"/> on line in entirety <b>X partial e-learning</b> <input type="checkbox"/> field work		<b>X independent assignments</b> <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	Attending classes 50% - exam precondition. 2 assignments to submit.					
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	Research		Practical training	
	Experimental work		Report	2.5	Individual presentation	1
	Essay		Seminar essay		Tasks (Other)	0.5
	Tests		Oral exam		(Other)	
	Written exam	1*	Project		(Other)	
Grading and evaluating student work in class and at the final exam	50% class attendance is necessary. Each week the module discusses a specific element of a business plan (Lecturers) and during tutorials, students apply investigated elements on their business idea and solve specific tasks.  2 assignments submission Assignemnts: 1. Individual presentation – investigation of types of business entities, procedures to start up a company, finances available etc in an allocated country (detailed instructions are available on Moodle and Week 1 Course Material). Detailed marking criteria explained and available on Moodle. Online submission via Moodle in Week 4. 4.					

	<p>2. Group report – students working in groups have to come up with an idea and write detailed business plan. Submission in Week 15. Detailed marking criteria available on Moodle.</p> <p>Each assignment weights 50% in the overall module mark. Students who are not participating in the class or who do not achieve a pass mark through the assignments, will undertake an exam (oral or written) (1*).</p>		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	1. Barringer, B. (2012). <i>Entrepreneurship: Successfully Launching New Ventures</i> , (2012).	1	
		1	
	Barrow, C., Barrow, P., & Brown, R. (2018). <i>The Business Plan Workbook: A Step-By-Step Guide to Creating and Developing a Successful Business</i> . Kogan Page Publishers.		
Optional literature (at the time of submission of study programme proposal)	<ol style="list-style-type: none"> <li>1. Evans, V. (2015). <i>Writing a Business Plan: How to win backing to start up or grow your business</i>. FT press. Available: <a href="https://ug1lib.org/book/2649143/039f44">https://ug1lib.org/book/2649143/039f44</a></li> <li>2. Barrow, C., Barrow, P., Brown, R. (2018). <i>The Business Plan Workbook: A Step-By-Step Guide to Creating and Developing a Successful Business</i>. Kogan Page. Available: <a href="https://ug1lib.org/book/5214800/052768">https://ug1lib.org/book/5214800/052768</a></li> <li>3. Ries, E. (2011). <i>The Lean Startup</i>. Crown Publishing Group. Available: <a href="https://ug1lib.org/book/18695256/a3dc9e">https://ug1lib.org/book/18695256/a3dc9e</a></li> <li>4.</li> </ol>		
Quality assurance methods that ensure the acquisition of exit competences	<p>Registering students' attendance and success in carrying out of their duties (lecturer). Monitoring lectures and practice sessions (Vice Dean for Education). Students' Performance analysis in each course (Vice Dean for Education). Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre) Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.</p>		
Other (as the proposer wishes to add)	The course is taught in Croatian and English.		