

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Entrepreneurship				
Head of course	PhD Davor Širola, Senior Lecturer				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	1.	Semester	II.	ECTS credits	6
Teaching plan (L + E + S+ Pr)	2+2+0+0				
Goals of a course					
To understand the importance of adopting an entrepreneurial mindset in different aspects of entrepreneurship and life. Develop creativity in forming entrepreneurial ideas and solving business problems. Identify sources of entrepreneurial opportunities, methods for evaluating and transforming them into a sustainable business model, as well as key elements of a business plan.					
Conditions for enrolling course					
Completed course of Entrepreneurial Economics					
Learning outcomes on a level of a study programme which includes course					
Outcome 1: Apply appropriate methods and procedures in preparing information for business decisions. Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one. Outcome 4: Identify and value entrepreneurial opportunities. Outcome 5: Design and substantiate an entrepreneurial idea via a business plan. Outcome 6: Create a plan for purchasing, sales and marketing activities. Outcome 9: Analyse the needs and manners of acquiring, using and developing the resources of a business entity. Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language. Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language. Outcome 13: Identify different business risks and their impact on the business process. Outcome 14: Apply basic environmental research methods. Outcome 15: Independently prepare and present professional content using information and communication tools.					
Expected learning outcomes on a level of a course					
1. Determine the importance and applicability of the entrepreneurial mindset in different forms of entrepreneurship 2. Distinguish between entrepreneurial ideas and entrepreneurial opportunities and apply methods for evaluating entrepreneurial ideas 3. Develop a simple entrepreneurial business model 4. Design a marketing, procurement and sales segment of a business plan 5. Analyse risks in entrepreneurship and the associated entrepreneurial strategies 6. Identify the specificities of different types of entrepreneurship					
Content of a course					
Introduction to basic concepts of entrepreneurialism. Entrepreneurial process. Entrepreneurial idea and entrepreneurial undertaking. SWOT-analysis. Definition of entrepreneurial undertaking visions, objects and strategies. Operating plan and life cycle of business opportunity, products, technology and company. Kinds of small and middle-sized entrepreneurialism (family, farm, interior, franchise). Entrepreneurialism of special social communities. Entrepreneur in difficulties. Regional economic development and entrepreneurialism. Kinds of entrepreneurial supports. Entrepreneurialism in the Republic of Croatia. Through exercises practical problem tasks are solved.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises		<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network		

<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> laboratory
<input type="checkbox"/> distance learning	<input type="checkbox"/> supervisor's work
<input type="checkbox"/> field classes	<input type="checkbox"/> other _____

Comments

Students' obligations

Prerequisite for passing exam is preparation (individual or team) and individual oral presentation of seminar work prepared in form defined by teacher with independent selection of activity, product or service (previously approved by the teacher).

Grading, evaluation and monitoring of students' work continuously during lectures and exams

Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.

Continuous check for full-time and part-time students (during lectures in period March-June 2020)

Outcomes	Pre-exam I	Pre-exam 2	Seminar work	Assessment exercises	Assignment	Threshold	Max
Outcome 1	14%		1%		1%	8%	16%
Outcome 2	10%		10,5%	6,5%	3,5%	15,25%	30,5%
Outcome 3	6%		8%		2%	8%	16%
Outcome 4		17%	2,5%		2%	10,75%	21,5%
Outcome 5		7%	1%		1%	4,5%	9%
Outcome 6		6%			1%	3,5%	7%
Percentage of ECTS	1,8	1,8	1,4	0,4	0,6		6
Total	30%	30%	23%	6,5%	10,5%	50%	100%

A student has **passed the exam** if he has gained for **each learning outcome a percentage higher or equal to threshold**, that is $\geq 50\%$. **The overall exam for full-time and part-time students** is being organised in three exam terms, two in June/July of 2020, while the third is being held in September 2020:

- A student who, **during a continuous check, did not gain at least 50% of all five learning outcomes (or minimally three outcome)**, can take these unpassed outcomes during the overall exam.
- **Precondition for taking the overall exam** is a successful **completion of seminar work** which includes an oral part of knowledge examination **within predefined terms**.
- During the overall exam, students can test **all unpassed outcomes at the same time**. A student who didn't pass individual outcomes, i.e. didn't achieve a minimum of 50% during a continuous check, should test all unpassed outcomes **from the beginning** on the overall exam (**from 0%**).
- **All outcomes (including the starting ones, beginning from 0%)** can, during the overall exam, **take only those students**, who couldn't attend **continuous check** during the semester out of **valid reasons** (i.e. sick leave).

The overall exam has **identical** maximum values for **individual learning outcome** as in **continuous check**:

OUTCOMES	Written exam	Oral exam	Threshold	Max
OUTCOME 1	7 %	1 %	8 %	16 %
OUTCOME 2	28,5 %	2 %	15,25 %	30,5 %
OUTCOME 3	7 %	1 %	8 %	16 %
OUTCOME 4	20,5 %	1 %	10,75 %	21,5 %
OUTCOME 5	8,5 %	0,5 %	4,5 %	9 %
OUTCOME 6	6,5 %	0,5 %	3,5 %	7 %
Percentage in ECTS	5,64	0,36		6
Total	94 %	6 %	50 %	100 %

A student has **passed a course** if he has for **each learning outcome achieved percentage equal to or higher than threshold**, i.e. $\geq 50\%$.

If a student has passed all learning outcomes of a course, the accomplished points (percentages) of all passed learning

outcomes are being summed up, while the final grade is formed upon the following table:

Range of points (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

Obligatory literature

1. Širola, D.: Poduzetništvo, Veleučilište u Rijeci, Rijeka, 2014.
2. Teacher lectures and exercises (published weekly on the E-learning platform (<https://moodle.srce.hr/2019-2020/>)

Additional literature

1. Deželjin et al.: Poduzetnički menadžment – izazov, rizik, zadovoljstvo, M.E.P. Consult, Zagreb, 2002.
2. Škrtić, M.: Poduzetništvo, Sinergija, Zagreb, 2006.

