

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Introduction to Entrepreneurship				
Head of course	PhD Ljerka Tomljenović, Senior Lecturer				
Study programme	Professional undergraduate study Sustainable Agritourism				
Status of a course	Obligatory				
Year of study	1.	Semester	I	ECTS credits	4
Teaching plan (L + E + S+ Pr)	2+0+1+0				
Goals of a course					
Introducing students to basic concepts in the field of entrepreneurship. Acquisition of basic competences in the assessment of entrepreneurial opportunity and its transformation into an entrepreneurial venture					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 9: Apply communication and presentation skills in written and oral communication with agritourism stakeholders Outcome 10: Create entrepreneurial programs in agritourism. Outcome 11: Recommend appropriate organizational solutions in the business process.					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Identify the characteristics of entrepreneurship and entrepreneurs, and assess the importance of entrepreneurship in society. 2. Describe and comment on specific forms of entrepreneurship (with particular emphasis on family entrepreneurship). 3. Assess the importance of individual entrepreneurial skills and know how to assess personal mastery of them. 4. Evaluate the necessary elements of a business plan with respect to the characteristics of the business opportunity being evaluated. 5. Assess the key resource constraints of an entrepreneurial venture and manage them effectively and efficiently. 6. Analyse and present specific topics from the field of entrepreneurship. 					
Content of a course					
Basic terminology: entrepreneur and entrepreneurship. The significance and historical development of entrepreneurship. Entrepreneurship and economic development. Entrepreneurship in different contexts: traditional, corporation, social, women and start-up entrepreneurship. Specific challenges of family entrepreneurship. Entrepreneur as the backbone of the entrepreneurial process; characteristics of the entrepreneur, entrepreneurial skills, entrepreneurship and ethics. Entrepreneurial process and planning of the entrepreneurial endeavour: generating ideas, recognizing and using opportunities, entrepreneurial process, business planning.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
Comments					
Students' obligations					

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-up:

Outcomes	Pre-exam I	Pre-exam 2	Seminar work	Teaching assignments (case studies, examples, etc.)	Threshold	Max
Outcome 1	12			3	7,5	15
Outcome 2	12			3	7,5	15
Outcome 3	8	8		4	10	20
Outcome 4		12		5	8,5	17
Outcome 5		12		5	8,5	17
Outcome 6			16		8	16
Percentage of ECTS	1,5	1,5	0,5	0,5		
Total	32%	32%	16%	20%	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Exam term:

Outcomes	Written exam	Oral exam	Max
Outcome 1	13	2	15
Outcome 2	13	2	15
Outcome 3	17	3	20
Outcome 4	13	4	17
Outcome 5	14	3	17
Outcome 6		16	16
Percentage of ECTS	3	1	
Total	70	30	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Grading:

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (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. Bedeković, Vesna (ur.): Uvod u poduzetništvo, Visoka škola za menadžment u turizmu i informatici u Virovitici, 2016.

Additional literature

1. Kružić, D., Bulog, I.: Obiteljska poduzeća: životni ciklusi, nasljeđivanja i održivost, Ekonomski fakultet – Split, 2012.

