

Study programme: Bachelor with Honours in Tourism					
Type and level of studies: Bachelor					
<b>Subject name: Entrepreneurship (T326)</b>					
<b>Professor: Slobodanka B. Markov, PhD</b>					
Subject status: obligatory					
ECTS: 6					
Conditions: none					
<p><b>Objective:</b> Students should acquire theoretical and practical knowledge about entrepreneurship and entrepreneurial economy, characteristics of entrepreneurs, methods and conditions for establishment and development of business and management. Students should understand the connection between innovation and entrepreneurship, the difference between management and entrepreneurship, and entrepreneurs and managers, and acquire knowledge and skills in creating and implementing a business plan as the basic tool of entrepreneurs. The program is designed for students to understand the environment in which entrepreneurs operate, the relationship between the society, culture and business, social responsibility of business, the importance of business ethics, different experiences in this country and around the world in support of small and medium-size businesses, as well as to recognize the incentive and restrictive factors for their management and development.</p>					
<p><b>Results:</b> Students will be able to understand the importance of entrepreneurship as the driving force of the modern economy and the establishment of small and medium enterprises in our country as a potentially major source of economic growth and job creation. Students should manage the knowledge and skills in the field of business management (management of small and medium enterprises). This knowledge should enable students to critically consider the local social context and assess its actual performances in establishing and developing business, and should encourage them to enter the same business. Knowledge of Entrepreneurial Management should encourage further development and improve the spirit of innovation and proactive approach to problems, the art of persuasion, negotiation, evaluation, social networking, and ability to detect areas of business development, problem solving and effective and efficient business management.</p>					
<p><b>Subject content:</b> History of entrepreneurship, the concept of entrepreneurship, entrepreneurship theory, the benefits of entrepreneurship, entrepreneurial thinking (creativity, innovation and entrepreneurship); entrepreneurial process: identifying and assessing opportunities, building a successful business plan - determining competitive advantage, strategic management of the entrepreneurial process, forms of business ownership, building a marketing plan, pricing strategies, necessary resources (assets) and financial strategy, business management - managerial and entrepreneurial decisions; characteristics of entrepreneurial leadership (leadership); differences between corporate and entrepreneurial culture; building entrepreneurship in organizations, characteristics of entrepreneurs, women entrepreneurs, small and medium enterprises in Serbia - status and perspectives.</p>					
<p><b>Literature:</b></p> <ol style="list-style-type: none"> <li>1. Lambing, M.,J. (2003) <i>Entrepreneurship</i>, Prentice Hall, London</li> <li>2. Zimmerer, T.W., Scarborough, N.M. (2005) <i>Essentials of entrepreneurship and small business management</i>, Pearson Educational International, Pearson, Prentice Hall, Fourth Edition.</li> <li>3. Пенезић, Н. (2003) <i>Како постати предузетник?</i> Агенција за мала и средња предузећа, Београд</li> <li>4. Бојовић, В., Шенк, В., Рашковић, В. и др. (2007) <i>Водич за иновативне предузетнике</i>, Конекта, Нови Сад</li> </ol>					
<b>Number of classes of active lectures</b>				<b>5 (75)</b>	Other classes:-
Classes: 3	Practice: 2	Other forms of lectures: 0	Study research tasks: 0		
<b>Methods of teaching:</b> oral presentations, examples of best practice (case studies), essays, oral					

presentation of business plans			
<b>Grade (maximum number of points 100)</b>			
<b>Pre-examination obligations</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
Classroom activity	<b>0-5</b>	Written exam	
Practice	<b>0-5</b>	Oral exam	<b>30-45</b>
Test(s)	<b>20-40</b>	.....	
Essay(s)	<b>0-30</b>		