



<b>Course unit Descriptor</b>	<b>Faculty of Economics Subotica</b>	 <b>UNIVERZITET U NOVOM SADU</b> <b>UNIVERSITY OF NOVI SAD</b>
		
<b>GENERAL INFORMATION</b>		
Study program in which the course unit is offered	International Economics and Business	
Course unit title	Business Models and Microfinance in the European Union	
Course unit code	MMB-03-21	
Type of course unit <sup>1</sup>	Compulsory	
Level of course unit <sup>2</sup>	Second	
Semester when the course unit is offered	Winter semester	
Year of study (if applicable)	-	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Viktorija Petrov	
Mode of course unit delivery <sup>3</sup>	Face-to-Face	
Course unit pre-requisites (if any)	none	
<b>PURPOSE AND OVERVIEW (max 5-10 sentences)</b>		
<p>The aim of the course "Business Models and Microfinance in the European Union" is to provide students with an understanding of the concept of business models, the processes of their development and the possibilities of microfinance in the knowledge economy. Therefore, the aim of the course is to develop:</p> <ol style="list-style-type: none"> <li>(1) the ability to analyze existing identifiable business models;</li> <li>(2) understanding the key components of specific business models;</li> <li>(3) synthesis of adequate business models and growth strategies;</li> <li>(4) changing and adapting companies' business models; and</li> <li>(5) understanding startup support and microfinance models.</li> </ol>		
<b>LEARNING OUTCOMES (knowledge and skills)</b>		
<p>After completing the course "Business Models and Microfinance in the European Union", students will be fully prepared to develop their own business model, professionally pitch and discuss all important aspects of business models and their application. In other words, students who take the course, complete pre-exam obligations and pass the exam will be able to:</p>		

<sup>1</sup> Compulsory, optional

<sup>2</sup> First, second or third cycle (Bachelor, Master's, Doctoral)

<sup>3</sup> Face-to-face, distance learning, etc.

- (1) use tools to analyze business models of companies;
- (2) draw conclusions, propose and improve business models based on the results of conducted analysis;
- (3) participate in the application of the business model through the development of an independent entrepreneurial venture or to make proposals in the company to improve the existing business model.

### **SYLLABUS (outline and summary of topics)**

#### **Theory**

- Generating Business Idea and understanding Start-up Concept
- Identification and Valuation of Market Opportunities
- Crating Value for the Customer
- Business Model Canvas
- Competition Analysis
- Teamwork and Team Building
- Startup Finance
- Business Communication and Efficient Presentation
- Social Networks and Brand Creation
- Entrepreneurial Infrastructure Institutions
- Project Financing in European Union
- Business Idea Pitching

#### **Practice**

During the exercise classes, students will develop their own business ideas that will be assigned in the first class. The development of the idea implies the application of standard business tools that will be included in student project representing the entire business process form idea formation to market realization. Project is compulsory activity and is awarded 50% of achievement points. Pitching idea is expected at the end of the course.

### **LEARNING AND TEACHING (planned learning activities and teaching methods)**

Live lecture and assigned reading / research are planned as activities that focus content, while facilitated synchronous discussion and information sharing are to enhance interactivity. Case studies will be used to facilitate problem solving and help better understand application of theoretical concepts in everyday life.

### **REQUIRED READING**

1. Hague, Paul (2019). The Business Model Handbook: Templates, theory and case studies, Kogan Page Limited
2. Pes, G. N. & Porretta P. (2016). Microfinance, EU Structural Funds and Capacity Building for Managing Authorities, Macmillan Publishers Limited
3. Osterwalder, Alexander (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley and Sons
4. Blank, Steve (2012). The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, K & S Ranch

### **ASSESSMENT METHODS AND CRITERIA**

Lectures and class discussion. Case studies and group work.  
 Project that represents detailed business model for specific idea with all necessary analysis will be awarded 50 points.  
 Pitching upon the finalization of the course is awarded with 20 points. It is of 7 + 3 format (7 min presentation and 3 min Q&A). Activities during classes are awarded 10 points, while final test is awarded 20 points.

### **LANGUAGE OF INSTRUCTION**

English