



<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	Business Informatics, plan 2017	
Course unit title	Entrepreneurship	
Course unit code	OASME04	
Type of course unit <sup>1</sup>	Optional	
Level of course unit <sup>2</sup>	Bachelor	
Semester when the course unit is offered	Summer	
Year of study (if applicable)	Third	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Dušan Bobera, Full Professor	
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>		
<b>Course Aims:</b> <ul style="list-style-type: none"> <li>• Acquisition of theoretical knowledge about the development of the theory of entrepreneurship</li> <li>• Practical knowledge of Business plan development, as an indispensable condition for entrepreneurial venture creation</li> </ul> <p>These two segments represent inseparable unity.</p>		
<b>LEARNING OUTCOMES (knowledge and skills)</b>		
<ul style="list-style-type: none"> <li>• Acquired knowledge in the field of Entrepreneurship,</li> <li>• Qualified students for independent research related to new entrepreneurial venture development, as well as successfully management of existing entrepreneurial ventures</li> </ul>		
<b>SYLLABUS (outline and summary of topics)</b>		

<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.

**Theory**

Nature, characteristics and entrepreneurs behavior; Types of Entrepreneurship; Nature and significance of Entrepreneurship; The role of Entrepreneurship in Economy and Society; Entrepreneurial strategies; Innovation and Entrepreneurship; Entrepreneurship and small enterprises; New entrepreneurial venture creation; Business plan development; Financing new ventures; Entrepreneurship and Business development; Corporative entrepreneurship; Future entrepreneurial orientation

**Practice**

Business plan; Definition, aim, purpose, characteristics; Methodologies for Business Plan development; Elements of Business Plan; Business Plan example; Introduction, Resume, Aims; Recapitulation, Conclusion

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

Lectures, presentations, case studies, brainstorming and discussion, tests.

**REQUIRED READING**

Kaplan, J., McGourty, J. (2020). Patterns of Entrepreneurship Management, 6th Edition. NY: Wiley.

**ASSESSMENT METHODS AND CRITERIA****Knowledge Assessment (maximum of 100 points):**

**Pre-exam obligations 70 points** (Preliminary exam(s)  $30 * 2 = 60 + 10$  Practical work

**Final exam 30 points**

**LANGUAGE OF INSTRUCTION**

English