

Study Programme: Agricultural economics			
Course Unit Title: Entrepreneurial Economics			
Course Unit Code: 3OAE3I38			
Name of Lecturer(s): PhD. Katarina Đurić, Associate Professor, MSc. Mirela Tomaš-Simin, Teaching Assistant, MSc. Danica Glavaš-Trbić, Teaching Assistant			
Type and Level of Studies: Undergraduate Academic Studies			
Course Status (compulsory/elective): Elective			
Semester (winter/summer): Winter			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 6			
Prerequisites: None			
Course Aims: Introducing students to the concept of economics and entrepreneurial economic and basic terms of entrepreneurial business.			
Learning Outcomes: Upon the completion of the course, students are familiar with basic terms in entrepreneurship and management, entrepreneurial business financing models, and capable of creating their own business ideas and independent business plans.			
Syllabus: <i>Theoretical practice</i> <i>First part – Macroeconomic entrepreneurship:</i> Entrepreneurship in theory and practice of (agri)economic development (development of economic theories on entrepreneurship, entrepreneurship as a new development philosophy, agricultural entrepreneurship, entrepreneurship development and problems in Serbia), innovations, technological inventions and entrepreneurship, development of entrepreneurial ventures (innovations and entrepreneurial ideas, business plan to start entrepreneurial ventures, business communications and entrepreneurship). <i>Second part - Microeconomic entrepreneurship:</i> Managing entrepreneurial ventures (entrepreneurship and entrepreneurs, entrepreneurial innovations, organization issues, leadership issues, entrepreneur’s planning and technique resources, techniques used to allocate resources, modern planning techniques, control issues), entrepreneurial ventures strategy and planning (business strategy, marketing planning, organization planning), financial analysis of entrepreneurial ventures starting and managing (entrepreneurial ventures assessment methods, time value of money, financial decision making, basics of making pricing strategies, pricing based on “marginal cost”, “total cost” or “cost plus” values, profit strategies, risk analysis, financing increase of entrepreneurial ventures), entrepreneurial strategies and management’s role in entrepreneurial ventures, developing entrepreneurship as a new development philosophy.			
Required Reading: Pejanović, R., Njegovan, Z. (2009): Preduzetništvo i (agro)ekonomija, Poljoprivredni fakultet Novi Sad Piter, Draker. (1991): Inovacije i preduzetništvo, praksa i principi, Privredni pregled, Beograd			
Weekly Contact Hours:		Lectures: 2	
		Practical work: 2	
Teaching Methods: Lectures, tutorials, presentations accompanied by the use of projectors.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Lecture attendance	5	Oral Exam	50
Test	30		
Tutorials attendance	5		
Seminar Paper	10		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			