

Study Programme: Engineering Management			
Course Unit Title: The Analysis of Entrepreneurial Environment			
Course Unit Code: IM1219			
Name of Lecturer(s): Andrea Okanović			
Type and Level of Studies: bachelor			
Course Status (compulsory/elective): elective			
Semester (winter/ summer): summer			
Language of instruction: english			
Mode of course unit delivery (face-to-face/distance learning): face-to-face			
Number of ECTS Allocated: 5			
Prerequisites: none			
Course Aims: The goal of course is the analysis of entrepreneurial environment to develop in students the ability to (1) an overview of what entrepreneurial ventures, as well as the importance analyze entrepreneurial environment, (2) the ability to apply appropriate techniques and tools to analyze the environment should facilitate the development of entrepreneurial ventures and innovative solutions in terms of limited resources, (3) identifying the latest tools of entrepreneurship development in certain regions.			
Learning Outcomes: Students will be able to (1) clearly understand the importance of entrepreneurship for the development and business performance; (2) assessment of the environment is influential for entrepreneurial venture; (3) create basic elements of marketing plan and competition analysis;			
Syllabus. Introduction: basic concepts, importance and impact of the environment on the level of entrepreneurial culture in the company. Market analysis (internal and external). External analysis: business and economic environment (PEST), market size, growth, segmentation, trends, customers, users, segmentation. Internal analysis. Performance analysis of company: Enterprise Portfolio, Sales, market share, profit margins, customer segments, users, information system in use, set goals and strategies to be used; marketing activities, marketing organization, sales and distribution organization, cooperation with other organizational functions , GAP analysis; Competitive management and key competitiveness factors; Changing factors of competitiveness through different historical periods; Measuring competitiveness; Competitiveness indices.			
Required Reading: Relevant literature in English, tbd			
Weekly Contact Hours:2	Lectures: 3	Practical work: 2	
Teaching Methods: Teaching the case is conducted through lectures and exercises. Lectures combine theory with practical examples that are the basis for discussion. Lectures partly implemented guest speakers. In the exercises, the work will be done in groups. Exercises are done through visiting relevant organizations - business incubators, clusters, development agencies, etc.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Attendance			
Computer exercises			
Tests (4x)			

