

Course Unit Descriptor

Study Programme: Power, Electronic and Telecommunication Engineering (Communications Technologies and Signal Processing)			
Course Unit Title: Entrepreneurship in ICT			
Course Unit Code: EK462			
Name of Lecturer(s): Vojin Šenk			
Type and Level of Studies: Bachelor level			
Course Status (compulsory/elective): compulsory			
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: 4			
Prerequisites: none			
Course Aims: Introduction to the methods of starting the new business in the field of information-communication technologies.			
Learning Outcomes: - ability to make a successful business plan - ability to successfully establish and manage personally owned business			
Syllabus: - projection of the information-communication technology development in the next 10 years - features of the business establishment in the field of dynamic development relying on the big investments and innovation - market research for new products - business plan structure and its constituent elements (Resume, Technology Description, Business description, Market analysis, Competition analysis, Business strategy, Business process, Marketing plan, Action plan, Financial plan, Risks and ways for overcoming them) - practical advice for newly established business management in the field of information-communication technologies.			
Required Reading: Relevant literature in English TBD			
Weekly Contact Hours: 4	Lectures: 2	Practical work: 2	
Teaching Methods: Lectures. Consultations.			
Knowledge Assessment (maximum of 100 points): 100			
Pre-exam obligations	points	Final exam	points
Project defense	45	Oral part of the exam	30
Lecture attendance	5		
Term paper	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			