

<b>Course title: Strategic Entrepreneurship</b>		
<b>Lecturer: Nenad Penezić</b>		
<b>Course status: Elective, Third Semester</b>		
<b>ECTS: 12</b>		
<b>Requirement:</b>		
<b>Course aims:</b> The main objective of this course is to introduce the students to the concept of entrepreneurship and entrepreneurial management from a strategic perspective – as a management style. Simultaneously, the aim is to enable the students to, regardless of the size, type and the sector of the organization in the given circumstances, understand the way in which they define their managerial tasks in a strategically different, entrepreneurial style, so as to develop their entrepreneurial ventures (the concept of internal entrepreneurship) in an economically efficient and effective manner.		
<b>Course outcome</b> The students will understand the practical aspects of the entrepreneurial process, as well as the phenomenon of internal entrepreneurship, which would inspire and direct them toward entrepreneurial behavior that entails specific skills and knowledge in the domain of entrepreneurial management. The results of this training involve recognizing potential of a concrete business situation: independent evaluation of business prospects, their market assessment, the evaluation of one's own entrepreneurial skills and entrepreneurial strategies, as well as the designing of a strategic plan for the development of a company. By studying the phenomenon of internal entrepreneurship, the students will understand the role of management in creating conditions for innovativeness, creativity, motivation, production of new values and market assessment in a concrete economic environment of large organizations.		
<b>Course contents</b> <i>Theory classes</i> The phenomenon of entrepreneurial economy (entrepreneurship and entrepreneurs – the challenge of the unknown, economy based on knowledge, dimensions of modern entrepreneurship-wealth, utility, welfare), Entrepreneurial dynamics -modern conception of entrepreneurial activity (entrepreneurial management style, an entrepreneur as an individual, types of entrepreneurs, business decision-making), an entrepreneur in a macroeconomic environment (role and tasks of entrepreneurs in an economic structure, entrepreneurship and economic progress, non-profit and public entrepreneurship, business success, stakeholders and social responsibility of entrepreneurs), Entrepreneurial process and undertaking an entrepreneurial venture (entrepreneurial algorithm, business policies, entrepreneurial resources, anatomy and physiology of entrepreneurial organizations, internal entrepreneurship), Business orientation of an entrepreneurial venture (vision, mission, objectives, choice of a business strategy, business plan, how to raise capital), Starting and development of an entrepreneurial venture (strategic window – identification and analysis of gaps in a new business, a look through the window – the scanning of a business opportunity, window opening – commitment, window closing – sustainable competitiveness, growth rate, consolidation of a venture). <i>Practice classes</i> Practice on examples of initialization and management of entrepreneurial ventures, presentation of a project, accession projects, and case study.		
<b>Recommended Literature:</b> 1. Penezić, N.: <i>Preduzetništvo - savremeni pristup</i> , drugo izdanje, Fakultet poslovne ekonomije, Univerzitet Edukons, S. Kamenica, 2009. 2. Wickham, Ph.: <i>Strategic Entrepreneurship</i> , fourth ed., Pearson Education Ltd, Harlow, UK, 2006 3. Dollinger, M.: <i>Entrepreneurship – strategies and resources</i> , third ed., Pearson Education Ltd, Harlow, UK, 2003. 4. Munitlak Ivanović, O.: <i>Strategijski menadžment</i> , treće izdanje, Univerzitet Edukons, S.Kamenica, 2012.		
<b>Workload per week:</b>	Lectures: 4	Study research: 6
<b>Teaching methods:</b> Lectures, consultations, independent and group work, dialogue, discussion groups, case studies, use of software, work on a project.		
<b>Knowledge assessment:</b> Project outline – 20, Project writing – 50, Written and oral presentation of the project – 30 points.		