

Course title: Entrepreneurship			
Lecturer: Nenad Penezić			
Course status: Required, First Semester			
ECTS: 8			
Requirement: none			
Course aims			
The course <i>Entrepreneurship</i> is aimed at understanding the importance and the role of an entrepreneur in the modern economic development both in terms of starting and running their own businesses, and the function of the internal (corporate) entrepreneurship. Entrepreneurship and entrepreneurial management from a strategic perspective are particularly emphasized.			
Course outcome			
Students will be taught to self-assess business opportunities, their market valuation, assessment of their own entrepreneurial skills, as well as the modeling and implementation of entrepreneurial strategies. In other words, the student will learn to recognize <i>situation potential</i> : business opportunity, the change that the possibility brings and new value that are derived from such changes.			
Course content			
<i>Theory classes</i>			
<i>The modern world of entrepreneurship</i> (entrepreneurial revolution, entrepreneurship development concept, the phenomenon of entrepreneurial economy, knowledge-based economy, entrepreneurship and small business); What is <i>entrepreneurship</i> and <i>who are entrepreneurs</i> (entrepreneurship in economic theory, an understanding of individual entrepreneurial perspective, creativity and understanding innovation, economic functions of an entrepreneur); <i>Entrepreneurship in practice</i> (entrepreneurial algorithm, evaluation and assessment of business opportunities, resources in the entrepreneurial venture, entrepreneurial organization, the strategic window); <i>Business plan modeling</i> (environments analysis-preparing for an entrepreneurial venture, market analysis, financial projections, the modeling of an integrated business plan); <i>Growth and development of entrepreneurial ventures</i> (strategically planned entrepreneurial ventures, management of growth and development of an organization, expansion strategy, leadership and motivation); <i>Contemporary challenges of entrepreneurship</i> (constant challenges of an entrepreneur, enterprise management - succession and continuity, family business perspective)			
<i>Practical classes</i>			
Exercises on practical examples from the domain initialization and management of entrepreneurial venture / project - project presentations, seminars and drafts, case studies solving.			
Recommended Literature:			
<ol style="list-style-type: none"> 1. Penezić, Nenad, Ivošević, Slobodan: <i>Preduzetnički algoritam-proces, principi, praksa</i>, Moba Partner, Novi Sad, 2018. 2. Penezić, Nenad: <i>Preduzetništvo – savremeni pristup</i>, PI-press, Pirot, 2015. 3. Timmons, Jeffrey; Spinelli, Stephen: <i>New Venture Creation-Entrepreneurship for the 21st Century</i>, Mc Graw-Hill International Edition, NY, USA, 2009. 			
Number of active teaching classes		Theory classes: 3	Practice classes: 3
Teaching methods: Lectures, exercises, revision, consultations, consideration of specific problems in the field of entrepreneurship, as well as presentations of projects and term papers.			
Knowledge assessment			
Pre-exam tasks	points	Final exam	points
In-class activity	20	written exam	
Practice classes		oral exam	30
Mid-term tests	20+20	
Seminar papers	10		