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| Course title | **Entrepreneurship** |
| Semester | Spring semester |
| Faculty / Department | FACULTY OF BUSINESS STUDIES |
| Professor | Prof. Aleksandra Tošović-Stevanović |
| ECTS credits | 8 |
| Language of instruction | English |
| Level of study | UAS |
| Content | * Introduction to entrepreneurship
* Profile of the entrepreneur
* Entrepreneurship in established firms
* Sources of business ideas
* Types of enterprises
* Technology entrepreneurship
* Impact entrepreneurship
* Sources of innovation and assessing opportunities
* Competitive analysis
* Entrepreneurial strategy
* New product or service development
* Creating and selling differentiated products/services
* Business plan
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| Learning outcomes | Entrepreneurship courses will develop the analytical abilities and strategic competencies necessary for students who wish to become entrepreneurs or are already part of a growing business. They will learn how to discover, develop, and assess opportunities, so they can choose one that has the best potential for success. Students can benefit from the course on a personal level through development of organizational skills, creative thinking and budgeting strategies and creating a business plans. |
| Length | One semester |
| General information | This course is designed to introduce students to the foundational concepts of entrepreneurship, including the definition of entrepreneurship, the profile of the entrepreneur, the difference between entrepreneurship and entrepreneurial management, competitive analysis, entrepreneurial strategy and creating a business plan. Entrepreneurship courses will develop the analytical abilities and strategic competencies necessary for students who wish to become entrepreneurs or are already part of a growing business. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |