

<b>Course unit code</b>	EC 125
<b>Course unit title</b>	Entrepreneurship – selected topics

GENERAL INFORMATION			
<b>Study program</b>	Management and Entrepreneurship	<b>Year</b>	3.
<b>Director of the course and assistant</b>	Violeta Šugar, PhD, Assistant Professor E-mail: vsugar@unipu.hr		
<b>Course status</b>	Mandatory	X	Elective
<b>Credits allocated and type of lectures</b>			
	Winter semester	Summer semester	
<b>ECTS students workload</b>		<b>6</b>	
<b>Number of hours per semester</b>		30 (2L + 2S)	

#### Course objectives, teaching and learning methods and learning outcomes

##### Course goals and methods

Entrepreneurship means different things to different people. In this course, it means starting a business, whether a small, family enterprise, a middle-market company, a social entrepreneurial or a high-potential venture. Each choice deserves our attention and respect. Furthermore, entrepreneurship is way of life. Entrepreneurial mindset is also in the focus of this course. Could only a “born entrepreneur” be successful? What is entrepreneurial way of thinking? Do teachers and schools need to think entrepreneurially? How can entrepreneurial thinking help cultural industries or sustainable development? In order to find the answers to those questions, students will actively participate in the lectures and discussions, read various books, papers and other sources, prepare their homework, research and present the results.

##### Learning objectives and outcomes

1. To familiarize students with the issues and challenges facing entrepreneurs.
2. Students will understand the concepts concerning entrepreneurship, to get to know fundamental literature in this field and realize successful and unsuccessful entrepreneurial cases, both Croatian and international firms.
3. Students will understand the entrepreneurial environment and develop ability to apply new business concepts to practical business situations.
4. o develop problem-solving skills and decision-making ability in the context of sustainable development.
5. To improve ability to work in a group environment, to increase skills in business research and information analysis.
6. To provide students with a practical understanding of how to conduct entrepreneurial venture in a global economy and enable them to develop the ability of critical evaluation of concrete case studies.

#### Requirements, correspondence and correlativity

##### Course content (list of topics)

- Entrepreneurship in theory and practice; Entrepreneurs and small-business owners
- Entrepreneurial skills, psychology and types of entrepreneurs

- Entrepreneurial challenges and motivation
- Forms of entrepreneurship; intrapreneurship, SME, family entrepreneurship, social entrepreneurship, high-tech entrepreneurship, social and entrepreneurship in a non-profit activities; green entrepreneurship (ecopreneurship)
- Current business and cultural environment
- Generating business ideas; Business Plan
- Sustainability and entrepreneurship: business opportunities – identification, evaluation, opportunities and obstacles
- Entrepreneurship vs. ecopreneurship, definitions, context, the evolution of environmental entrepreneurship
- New technologies, innovations and high tech entrepreneurship
- Entrepreneurship, quality and competitiveness

**Case Analyses** – a case is a synopsis of a ‘real world’ problem or situation faced by an organization. Students will respond to the case by analyzing the problem/situation to determine the key issues, objectives, and management alternatives, and then determining the best course of action for the organization being studied. These cases will be discussed in class, allowing students to develop, exhibit, and refine their analytical and problem solving skills.

**Class Discussions** – practical entrepreneurial problems will be explored through class discussions.

**Lectures** – a variety of lectures will be provided on various course topics to provide the foundation for learning. These lectures will be provided both by the course lecturer and guests.

<b>Assessment and evaluation of students (mark in bold)</b>			
<b>Class attendance</b>	<b>Class participation</b>	Term paper	<b>Homework</b>
Written exam	<b>Oral exam</b>	<b>Essay / presentation</b>	<b>Research</b>
<b>Project</b>	Continuous assessment	Report	<b>Experimental work</b>

Assessment breakdown within the *European credit transfer system*

OBLIGATIONS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class attendance and participation	24	1-7	1.8	max 30%
Research, report and presentation	24	1-7	1.8	max 30%
Final exam	120	1-7	2,4	max 30%
total	15		6	100%

According to the *Code of evaluation* the final grade is obtained as follows:

A = 90 - 100%	5 (excellent) = 89 - 100% of the grade
B = 80 - 89,9%	4 (very good) = 76 - 88,9% of the grade
C = 70 - 79,9%	3 (good) = 63 - 75,9% of the grade
D = 60 - 69,9%	2 (sufficient) = 50 - 62,9% of the grade
E = 50 - 59,9%	

## **Bibliography**

### **Mandatory bibliography**

- Hisrich, R. D., Peters, M. P., Shepherd, D. A. (2008), *Entrepreneurship*, McGraw-Hill Irwin  
 Timmons, J. A., Spinelli, S. (2009), *New Venture Creation; Entrepreneurship for the 21st Century*, McGraw-Hill Irwin

### **Additional bibliography**

- Earley, P. C., Ang, S., Tan, J. S. (2006), *CQ; Developing Cultural Intelligence at Work*, Stanford Business Books  
 Thomas, D. C., Inkson, K. (2003), *Cultural Intelligence*, Berrett-Koehler Publishers, San Francisco  
 Shaper, M. (ed.), (2010), *Making Ecopreneurs; Developing Sustainable Entrepreneurship*, Gower

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**Additional information on the course****Comparability:**

Faculty of Economics and Business, University of Maribor, Slovenia

Università Bocconi, Milan, Italy

University of Graz, Austria

University of Nice Sophia Antipolis, Nice, France