EFFECTUS
University of Applied Sciences

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course leader	**Prof. Ph.D.Sc. Đuro Horvat**	
Name of the course	**Entrepreneurship and Innovation**	
Study program	**Professional Short Study Entrepreneurship**	
Course status	Compulsory	
Year	First year	
Point value and method of teaching	ECTS student load coefficient	7
	Number of hours (L+E+S)	(30+30+15)

DESCRIPTION OF THE COLLEGE
1.1. Objectives of the college
The goal of this course is to introduce students to the key concepts of entrepreneurship and develop their ability to acquire knowledge and skills for independently starting entrepreneurial and innovative ventures. Students will be made aware of the importance of entrepreneurial activities in all sectors of the economy and the necessity of developing innovations and competitive advantages for businesses. Upon completion of the course, students will be equipped to create a business plan for an entrepreneurial venture, develop an idea as a whole, and independently manage their own project.
1.2. Conditions for course enrollment
-
1.3. Expected learning outcomes for the course
1. ***Synthesize and connect the entrepreneurial environment and entrepreneurial traits into the entirety of an entrepreneurial project.*** 2. ***Analyze and create business models and business combinations in the realization of an entrepreneurial project.*** 3. ***To construct the most favorable ratio between opportunities for starting a new business and evaluating an entrepreneurial venture, with an emphasis on the importance of creativity and innovation in modern business operations.*** 4. ***To explain and classify different types of entrepreneurship and models for starting entrepreneurial ventures.*** 5. ***To define the basic concepts of innovation and identify the barriers to innovation in entrepreneurship in order to create a competitive advantage for businesses.*** 6. ***To write a business plan and business model for a company based on a concrete example, taking into account the application of ESG standards.***

1.4. Course content

The course covers content related to entrepreneurship and the entrepreneurial environment. It familiarizes students with all the tools and skills necessary for starting and managing entrepreneurial ventures. The thematic units covered in the lectures include:

DEFINITION OF ENTREPRENEURSHIP

Concept of a company and entrepreneurship
Differentiation of concepts: owner, entrepreneur, employee, manager, and leader
Importance of technological development and the new economy for entrepreneurship
Entrepreneurial perspectives
Key characteristics of successful entrepreneurs
Entrepreneurial culture and trust
Ethics in entrepreneurship
The application of ESG standards in entrepreneurship, demonstrating how environmental, social, and corporate governance standards can benefit business operations

THE ROLE OF ENTREPRENEURSHIP IN THE NATIONAL ECONOMY

Positive effects of entrepreneurship on the current market environment.

FUNCTIONS OF ENTREPRENEURSHIP

Strategic and planning function of entrepreneurship
Organizational, managerial, and control function of entrepreneurship
Entrepreneurial environment
Entrepreneurial infrastructure

STRATEGIC ENTREPRENEURSHIP AND INNOVATION IN ENTREPRENEURSHIP

Creating competitive advantage: elements, forms, and sources of competitive advantage
Core competencies as the basis for gaining competitive advantage
Management of value chains and business strategies for small businesses
Strategic management of technology development and innovation, and strategies of imitation versus proprietary innovation
Barriers to innovation in entrepreneurship, planning innovation metrics, and how to foster a culture of innovation
Company development strategies
Building quality: efficiency of business processes and business performance

ENTREPRENEURSHIP CHALLENGES IN THE 21ST CENTURY

New trends in the economy and entrepreneurship
Business information and intellectual capital as the basis for the competitive advantage of modern entrepreneurs
New business development models
Strategic networking of entrepreneurs
Entrepreneurship in creative industries

FUNDAMENTALS - ENTREPRENEURIAL DESIGN

Content of the business plan
Market analysis as a starting point in the elaboration of the business plan
Analysis of technical-technological organizational conditions

Economic-financial analysis
Performance assessment
Example of a business plan

1.5. Types of teaching	☒ *lectures* ☒ *seminars and workshops* ☒ *exercises* ☐ *distance education* ☒ *field work*	☒ *independent tasks* ☐ *multimedia and network* ☐ *laboratory* ☐ *mentoring work* ☐ *the rest* _____

1.6. Obligations of students

The obligations of students are thoroughly outlined in the Statute, the Study Regulations, and the Guidelines for Student Obligations. The key obligations of students include:

***ATTENDANCE IN CLASSES**: Students are required to attend classes, actively follow lectures and exercises, and participate constructively in the lessons. To be eligible to take the exam, it is necessary to attend classes in the percentages stipulated by the Study Regulations. A student's attendance is recorded through the digital records system, Infoeduka. The minimum requirements are as follows:*

- *Full-time students must attend at least 70% of the total number of teaching hours in order to be eligible for the signature.*
- *Part-time students must attend at least 50% of the total number of teaching hours to be eligible for the signature.*

***EXAMINATION**: To achieve a positive grade in the course, students must earn at least 54 points in the subject and at least 50% of the points for each learning outcome. The method of exam assessment is detailed in the section "Evaluation and Assessment of Student Work During Classes and Final Exam."*

***FIELD TEACHING**: Students are required to attend organized field teaching and submit a report.*

***CLASS ACTIVITIES**: Teamwork includes analyzing and creating business combinations related to the implementation of an entrepreneurial venture and project.*

***PRACTICAL WORK**: Independent work – defining a business option for entering entrepreneurship and preparing a draft business plan for an entrepreneurial venture using appropriate software.*

1.7. Monitoring of students' work (add X next to the appropriate form of monitoring)

Class attendance	*X*	*Class activity*	*X*	*Seminar work*		*Experimental work*	
Written exam	*X*	*Oral exam*		*Essay*		*Research*	
Project		*Continuous verification of knowledge*	*X*	*Report*		*Practical work*	*X*
Portfolio						*Field work*	*X*

1.8. Assessment and evaluation of student work during classes and at the final exam

The evaluation and assessment of student performance during the course and on the final exam are conducted based on the Study Regulations of EFFECTUS University of Applied Sciences.

In order to facilitate more effective student progress in the course, lectures, exercises, seminars, continuous knowledge checks (midterm exams and class participation), practical work, and exams are implemented. This approach allows students to assimilate smaller teaching units and more easily master the subject matter.

The course involves various activities that contribute to the overall evaluation of the student's performance, measured in terms of ECTS credits and learning outcomes. The activities are designed to provide a comprehensive learning experience and include participation in lectures, midterm exams, class activities, practical work, fieldwork, and the final exam. Below is an essay-style breakdown of the activities, learning outcomes, evaluation methods, and maximum possible points for each.

Attendance at Classes:

Students are expected to attend all classes regularly, with this activity contributing 2.5 ECTS credits. The learning outcomes covered by this activity span across all six course learning outcomes. Attendance is recorded through the student tracking system, with no direct points associated with this activity. This is a compulsory requirement to maintain eligibility for the final exam.

Midterm Exams:

There are two midterm exams, each accounting for 1.5 ECTS credits. The learning outcomes for Midterm 1 are linked to outcomes 1, 2, and 3, while Midterm 2 assesses outcomes 4, 5, and 6. During these exams, students are required to participate in a written knowledge check that includes a mix of problem-solving questions (two questions per learning outcome), where students apply the concepts learned to practical examples, and essay-type questions (one per learning outcome). Each midterm exam allows for a maximum of 36 points, with up to 12 points available per learning outcome. The combined maximum total for both midterm exams is 72 points.

Class Activities:

This activity, contributing 0.5 ECTS credits, involves team-based work where students are tasked with analyzing and creating business combinations linked to the realization of entrepreneurial ventures and projects. The activity is evaluated based on student participation and contributions during class, and the maximum points awarded for this activity is 3.

Practical Work:

Practical work carries 2 ECTS credits and focuses on individual tasks, where students define a business entry option into entrepreneurship and create a draft business plan using appropriate software. This activity addresses all six learning outcomes, with the maximum possible points distribution as follows: outcomes 1 to 5 are worth up to 2 points each, and outcome 6 can earn up to 12 points. The total maximum points for practical work is 22.

Fieldwork:

Fieldwork activities are worth 0.5 ECTS credits and involve attending organized fieldwork and submitting a report. This activity is evaluated based on the submitted report, and students can earn a maximum of 3 points.

Final Exam:

The final exam assesses all six learning outcomes through a written knowledge check with various types of questions. The final exam allows students to earn between 0 to 94 points, depending on their performance. The final exam is essential for achieving a passing grade and is an important component of the overall assessment.

Total Points:

The total possible points for the entire course amount to 100 points, comprising all the activities and the final exam. Students must meet specific thresholds for each component to successfully complete the

course.

This structured approach to assessment ensures that students are continuously engaged with the material through a combination of theoretical and practical tasks, leading to a well-rounded evaluation of their knowledge and skills.

***FINAL EXAM** – A student who has not met the conditions for passing the exam during the continuous assessment process (achieving a minimum of 54 points in total from the course and meeting the minimum score requirement for each learning outcome, i.e., at least 50% of the points for each learning outcome) may take the final exam to assess the course's learning outcomes. A maximum of 94 points can be earned on the final exam (100 points – 6 points for class activity = 94 points). The student may earn additional points through the Challenge learning outcome.*

A prerequisite for taking the final exam in the course "Entrepreneurship and Innovation" is the submission of the Practical Work before the scheduled exam date.

NAME OF THE LEARNING OUTCOME	***INTERMEDIATE EXAM/EXAM***	***CLASS ACTIVITY***	***PRACTICAL WORK***	***FIELD WORK***	***TOTAL***
OUTCOME 1	*12*	*0,5*	*2*	*0,5*	*15*
OUTCOME 2	*12*	*0,5*	*2*	*0,5*	*15*
OUTCOME 3	*12*	*0,5*	*2*	*0,5*	*15*
OUTCOME 4	*12*	*0,5*	*2*	*0,5*	*15*
OUTCOME 5	*12*	*0,5*	*2*	*0,5*	*15*
OUTCOME 6	*12*	*0,5*	*12*	*0,5*	*25*
TOTAL	***75***	***3***	***22***	***3***	***100***

GRADING:

To achieve a positive grade in the course, a student must cumulatively meet two conditions: obtain a total of at least 54 (fifty-four) points in the subject and satisfy the minimum score threshold for each individual learning outcome, which is 50% of the total points for each learning outcome.

Grades are calculated based on the following distribution of points:

NUMBER OF POINTS	*GRADE*
0,00 – 53,90	*Unsufficient (1)*
54,00 – 64,90	*Sufficient (2)*
65,00 – 79,90	*Good (3)*

80,00 – 89,90	*Very Good (4)*
90,00 i više	*Excellent (5)*

Grading is conducted transparently through the collection of points. The course is graded with a total of 100 points, with the possibility of earning an additional 8 points through the Challenge learning outcome.

***CHALLENGE LEARNING OUTCOME** – Through the Challenge learning outcome, the student has the opportunity to earn a maximum of 8 additional points. The student independently selects one of the activities proposed in the first class session or may propose their own activity to increase their point total. With the consent of the course instructor, the student can earn points according to the criteria set for the subject. Points for the Challenge learning outcome are not allocated to individual learning outcomes but instead add to the total points earned for the learning outcomes.*

Before taking the final written exam, each student must meet the prescribed requirements, which primarily means attending the required percentage of classes as defined by the Study Regulations and obtaining the electronically encrypted permission to take the exam.

1.9. Mandatory literature and the number of copies in relation to the number of students currently attending classes in the course

Title	*Number of copies*	*Number of students*
D.Ribić;N.P. Puljić(2020); Basics of entrepreneurship;Školska knjiga, Zagreb	*50*	*50*
A. Balog; Z. Rešetar (2021); Entrepreneurship and business plans; Velelučilište Baltazar, Zaprešić	*50*	*50*

1.10. Supplementary literature

1. Simona Goldstein; (2016) Entrepreneurship in creative industries, Croatian University Press, Zagreb

2. I.Štefanić;(2015): Innovative entrepreneurship: for students, innovative entrepreneurs and enterprising scientists.Osijek:Sveučilište Josipa Jurja Strossmayera.

3. M. Škrtić, M. Mikić: (2011): Entrepreneurship, Sinergija, Zagreb

4. .I.Bujan:(2020): Family business in tourism characteristics-the owner from perspective, Ekonomski pregled, 17 (1),3-32: https://doi.org./10.32910/ep.71.1.1.

5.F.Trias de Bes;P.Kotler(2016) Inovacijom do pobjede; Školska knjiga, Zagreb 17 (1),3-32: https://doi.org./10.32910/ep.71.1.1.

6..Đ.Horvat;D.Perkov;N.Trojak;(2019): Strategijsko upravljanje i konkurentnost u novoj ekonomiji, Effectus visoko učilište, Zagreb

1.11. Methods of quality monitoring that ensure the acquisition of output knowledge, skills and competences

• Statistical processing and analysis of exam results (checking for Gaussian curve/normal distribution of success, comparing and tracking exam results across different cohorts, analyzing understanding of individual modules/questions on the exam, etc.),
• Conducting surveys among students,
• Evaluation and self-assessment of instructors,
• Achieved results and level of knowledge demonstrated during the preparation and defense of the final

thesis (for students who choose a thesis in this subject),
- *Analysis of quality center manager reports,*
- *Feedback from graduates on the usefulness of the content of this subject in their professional activities.*