

## DESCRIPTION OF THE COURSE

GENERAL INFORMATION		
Course Holder	Dr.sc.Đuro Horvat, prof.stuč.stud.	
The name of the college	Entrepreneurship and Innovation	
Study program	Professional Undergraduate Study of Finance and Business Law	
Status of the College	Mandatory	
Year	1 <sup>st</sup> Year	
Point value and method of teaching	ECTS coefficient of student workload	7
	Number of hours (P+V+S)	30P+30V+15S

DESCRIPTION OF THE COURSE
1.1. <i>Objectives of the course</i>
<b><i>Within this course, the goal is to introduce students to the determinants of entrepreneurship and develop the ability to acquire knowledge and skills for independent initiation of entrepreneurial and innovative ventures. Students will be pointed out to the importance of entrepreneurial activity in all segments of the economy and the need for the development of innovations and the competitive advantage of companies. Upon completion of the course, students are trained to create a business plan for an entrepreneurial venture and to develop an idea as a whole, and to independently manage their own project.</i></b>
1.2. <i>Requirements for enrolment in the course</i>
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1.3. <i>Expected learning outcomes for the course</i>

1. Synthesize and connect the entrepreneurial environment and entrepreneurial characteristics into a whole entrepreneurial process and project.
2. Analyze and create business models and business combinations in the realization of an entrepreneurial project.
3. Construct the most favorable ratio of opportunities for starting a new business and evaluating the entrepreneurial endeavor with an emphasis on the importance of creativity and innovation in modern business.
4. Explain and classify different types of entrepreneurship and models of starting entrepreneurial ventures.
5. Define the basic concepts of innovation and identify barriers to innovation in entrepreneurship in order to create a competitive advantage for the company.
6. Write a business plan and business model for the company 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 introduces students to all the tools and skills that an entrepreneur needs to start and run entrepreneurial ventures. The lecture covers the following thematic units:

**-DEFINITION OF ENTREPRENEURSHIP-**The concept of enterprise and entrepreneurship. Delimitation of the terms: owner, entrepreneur, worker, manager and leader. The importance of technological development and the new economy for the development of entrepreneurship. Entrepreneurial perspectives. Key traits of successful entrepreneurs. Entrepreneurial culture and trust. Ethics in Entrepreneurship. The application of ESG standards in entrepreneurship as environmental, social and corporate governance standards can be useful for the business of entrepreneurs.

**-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, management and control function of entrepreneurship. Entrepreneurial Environment and Entrepreneurial Infrastructure.

**STRATEGIC ENTREPRENEURSHIP AND INNOVATION IN ENTREPRENEURSHIP -** Creating a competitive advantage, elements, forms and sources of competitive advantage. Key capabilities as a basis for gaining a competitive advantage.

Value chain management and business strategies, especially for small businesses. Strategic management of technology and innovation development and imitation strategy versus self-innovation. Barriers to Innovation in Entrepreneurship, Planning Innovation Metrics and How to Nurture a Culture of Innovation. Development strategies of the company. Quality building: efficiency of business processes and business success.

**CHALLENGES OF ENTREPRENEURSHIP IN THE 21ST CENTURY** – New trends in economics and entrepreneurship. Business Information and Intellectual Capital as the Foundation of Competitive Advantage of Modern Entrepreneurs. New business models of entrepreneurship development. Strategic networking of entrepreneurs. Entrepreneurship in creative industries in Croatia and the EU.

**BASICS - ENTREPRENEURIAL DESIGN - Content** of a business plan. Market analysis as a starting point in the development of a business plan. Analysis of technical and technological organizational conditions. Business and financial planning. Economic and financial analysis. Evaluation of effectiveness and sensitivity. An example of a business plan.

1.5. *Types of teaching (put X)*

- ☒ lectures  
☒ seminars and workshops  
☒ exercises  
☐ Distance education  
☐ Field Teaching

- ☒ Independent tasks  
☐ Multimedia & Network  
☐ laboratory  
☐ Mentoring work  
☐ Other \_\_\_\_\_

1.6. *Student obligations*

*The obligations of students are prescribed in detail by the Statute, Study Regulations, and Student Obligations Guidelines. The key obligations of students are:*

*ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises, and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum obligations are;*

- Full-time students must attend at least 70% of the total number of classes to be eligible to sign.*
- Part-time students need to attend at least 50% of the total number of classes to be eligible to sign.*

*PASSING EXAMS: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.*

*CLASS ACTIVITIES: Teamwork includes: Analyze and create business combinations that are related to the realization of an entrepreneurial venture and project*

*PRACTICAL WORK: Independent work – defining the business option of entering entrepreneurship and drafting the Business Plan of an entrepreneurial venture using appropriate software.*

*\*CONTINUOUS EXAMINATION: In order to make students progress more efficiently in class, continuous examinations of knowledge (2 intermediate exams) are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

#### 1.7. Student Work Tracking (Add X to the appropriate tracking format)

Attending classes	X	Teaching activity		Seminar paper		Experimental work	
Written exam	X	Oral exam		Essay		Research	
Project		Continuous Assessment*		Report		Practical work	X
Portfolio							

#### 1.8. Assessment and evaluation of students' work during classes and at the final exam

*Evaluation and evaluation of students' work during classes and at the final exam is carried out on the basis of the Regulations on Studying of the EFFECTUS University of Applied Sciences.*

*The linking of learning outcomes, teaching methods and assessment of learning outcomes is carried out as follows:*

	Attending classes	Written exam	Project	Practical work	Altogether
I1		12		4	16
I2		12		4	16
I3		12		4	16
I4		12		4	16
I5		12		4	16
I6		0		16	16
OUT OF OUTCOME	4				4
ALTOGETH ER	4	60	0	36	100



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	FORMS OF TRACKING	NAME OF LEARNING OUTCOMES	TEACHING METHOD	KNOWLEDGE ASSESSMENT METHOD	Maximum number of points	
	Written exam	OUTCOME 1  <b>1. Synthesize and connect the entrepreneurial environment and entrepreneurial characteristics into a whole entrepreneurial process and project.</b>	lecture	Exam with  essay-problem questions to which an answer is sought, demonstrating the identification and definition of key terms, their connection and appropriate argumentation of a higher degree of complexity	60	
			Asking open-ended questions			
			Discussion			
		OUTCOME 2  <b>2. Analyze and create business models and business combinations in the realization of an entrepreneurial project.</b>	lecture			
			Guided training			
			Simulation			
		OUTCOME 3  <b>3. Construct the most favorable ratio of</b>	lecture			
			Discussion			



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		<i>opportunities for starting a new business and evaluating the entrepreneurial endeavor with an emphasis on the importance of creativity and innovation in modern business.</i>				
		<i>OUTCOME 4</i>	<i>lecture</i>			
		<i>4. Explain and classify different types of entrepreneurship and models of starting entrepreneurial ventures.</i>	<i>Discussion</i>			
		<i>OUTCOME 5</i>	<i>Guided training</i>			
		<b>5. Define the basic concepts of innovation and identify barriers to</b>				



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		innovation in entrepreneurship in order to create a competitive advantage for the company.	simulation			
		OUTCOME 6 6. Write a business plan and business model for the company on a concrete example, taking into account the application of ESG standards.	Guided training			
	Project assignment	1-6	Guided training	Projects, group projects	36	
	Attending classes	All outcomes	Lectures and exercises	Attendance records	4	
	TOTAL POINTS				100	

<i>Type of student workload</i>	<i>Student Load Hours</i>	<i>ECTS credits</i>
Attending contact classes	75	2,5
Field Trips/Visits Outside the College	15	0,5
Independent study/research	30	1
Out-of-classroom preparation and preparation of seminars/presentations	0	0
Work on an out-of-classroom project assignment	45	1,5
Independent preparation for exams and exam time	45	1,5
Consultation activities	0	0
Other	0	0
<b>TOTAL ECTS credits</b>	<b>210</b>	<b>7</b>

***RATING:***

*In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.*

*Grades are calculated based on the following distribution of points:*

SCORE	RATING
0,00 – 53,90	Insufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very good (4)
90.00 and more	Excellent (5)

*Grading is carried out in a transparent manner by collecting points. The course is evaluated with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity with which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the course. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved makes an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.*

**1.9. Required reading and 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	5*	100

	<i>*students receive compulsory literature in permanent ownership</i>	
A.Balog; Z.Rešetar(2021); Entrepreneurship Business Plans; Baltazar University of Applied Sciences, Zaprešić	5* <i>*students receive compulsory literature in permanent ownership</i>	100
<p><b>1.10. Supplementary literature</b></p> <p>1.Simona Goldstein; (2016) <i>Entrepreneurship in Creative Industries</i>, Croatian University Press, Zagreb</p> <p>2.I.Štefanić; (2015): <i>Innovative entrepreneurship: for students, innovative entrepreneurs and entrepreneurial scientists</i>. Osijek: Josip Juraj Strossmayer University.</p> <p>3.M.Škrtić, M.Mikić:(2011): <i>Entrepreneurship</i>, Synergy, Zagreb</p> <p>4.I.Bujan:(2020): <i>Family business in tourism characteristics-the owner from the perspective</i>, Economic Review,</p> <p>5.F.Trias de Bes; P.Kotler(2016) <i>Innovation to Victory</i>; Školska knjiga, Zagreb 17 (1),3-32: <a href="https://doi.org/10.32910/ep.71.1.1">https://doi.org/10.32910/ep.71.1.1</a>.</p> <p>6..Đ.Horvat; D.Perkov; N.Trojak; (2019): <i>Strategic Management and Competitiveness in the New Economy</i>, Effectus University College, Zagreb</p>		
<p><b>1.11. Ways of quality monitoring that ensure the acquisition of output knowledge, skills and competencies</b></p> <ul style="list-style-type: none"> <li>• <i>statistical processing and analysis of exam results (checking the Gaussian curve – normal distribution of success, comparing and monitoring the results of exams of different generations, analysis of understanding of individual modules/questions on the exam, etc.),</i></li> <li>• <i>conducting a survey among students,</i></li> <li>• <i>evaluation and self-evaluation of teachers,</i></li> <li>• <i>achieved results, level of understanding and knowledge during the preparation of the seminar paper, independent tasks, practical work and Business Plan</i></li> <li>• <i>achieved results and level of knowledge presented during the preparation and defense of the final thesis (students who choose a graduate thesis in this course),</i></li> <li>• <i>analysis of the report of the Head of the Quality Centre, and</i></li> <li>• <i>Feedback from students who have already graduated on the usefulness of the content of this course in the performance of the work they do.</i></li> </ul>		



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