DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	**Dr.sc.Đuro Horvat, prof.stuč.stud.**	
Name of the College	**Entrepreneurship and Innovation**	
Study program	**Professional Undergraduate Study of Finance and Business Law**	
Status of the College	Mandatory	
Code	PII-26	
Year	1. Year	
Point value and method of teaching	ECTS Student Workload Coefficient	7
	Number of hours (P+H+S)	30P+30V+15S

DESCRIPTION OF THE COLLEGE

1.1. *Objectives of the course*

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. The course develops an entrepreneurial mindset and understanding of the entrepreneurial system and introduces students to the understanding of entrepreneurship as a process of creating, delivering and maintaining value through innovation, information, networks and adaptation in conditions of uncertainty and change. Particular emphasis is placed on the role of innovation, resources, institutions and sustainability in the long-term development of companies.

Objectives of the course

- ***understand entrepreneurship as a process of creating organizations and values***
- ***develop the ability to recognize and interpret entrepreneurial opportunities, problems and needs of users***
- ***evaluate the role of innovations, business models and value chains in creating and delivering value***
- ***critically judge decision-making, information management and organizational learning under conditions of uncertainty***
- ***analyse the role of entrepreneurial ecosystems, institutions and development support in the development of entrepreneurial ventures***

- ***establish sustainability, resilience and evolution of entrepreneurial ventures in the modern business environment***

1.2. *Requirements for enrolment in the course*

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1.3. *Expected learning outcomes for the course*

1. Understand entrepreneurship as a process of creating organizations and values and its role in economic and social development.
2. Interpret the emergence of entrepreneurial opportunities and analyze the impact of different market, social and institutional contexts on entrepreneurial activity
3. Explain the role of innovation, business models, resources and value chains in the creation and delivery of value.tag.
4. Analyze decision-making, information management and organizational learning in conditions of uncertainty and change.
5. Explain and argue the role of entrepreneurial ecosystems, institutions and support mechanisms in the development of entrepreneurial ventures.
6. Assess the factors that affect the sustainability, resilience and evolution of entrepreneurial ventures in the modern business environment.

1.4. *The content of the course*

Learning Outcomes	Thematic unit	Theme	Contents
I1. Understand entrepreneurship as a process of creating organizations and values and its role in economic and social development.	**TC1: Entrepreneurship as value creation**	1.1 What is entrepreneurship?	Development of the concept of entrepreneurship; entrepreneurship as value creation; entrepreneurship as a process; Entrepreneurship as an economic activity
		1.2 What do entrepreneurs do?	Identification of problems and opportunities; mobilization of resources; creating an organization; Coordination of value creation activities
		1.3 Entrepreneurship and change	Technological changes; digital transformation; knowledge economy; Innovation as a driver of development
		1.4 Entrepreneurship context	Social, cultural and institutional context of entrepreneurship
I2. Interpret the emergence of entrepreneurial opportunities and analyze the impact of different market, social and institutional	**TO 2: Opportunities, problems and entrepreneurial activity**	2.1 Emergence of entrepreneurial opportunities	Recognizing opportunities; creating opportunities; market imperfections; Entrepreneurial initiative
		2.2 Problems as a source of entrepreneurship	Customer needs; market problems; societal challenges; Environmental challenges

contexts on entrepreneurial activity.		2.3 Information and knowledge as a source of opportunities	Information as a resource; market information; knowledge and entrepreneurial opportunities; Intellectual Capital
		2.4 Entrepreneurship in different contexts	Rural, urban, digital entrepreneurship; Creative Industries
I3. Explain the role of innovations, business models, resources and value chains in the creation and delivery of value.	**Chapter 3: Innovation and Business Models**	3.1 Innovation and entrepreneurship	The concept of innovation; types of innovation; continuous innovation; Innovation as a driver of development
		3.2 Business models	Creation, delivery and retention of value; Elements of the business model
		3.3 Resources, capabilities and value chain	Resources; capabilities; value creation activities; value chain; competitive advantage ***new organizational forms***
		3.4 Value Creation Networks	Partnerships; inter-organizational cooperation; supply chain as a value creation network; Network resilience
		3.5 Sustainable innovation	ESG and innovation; circular business models; sustainable innovation
I4. Analyze decision-making, information management, and organizational learning under conditions of uncertainty and change.	**TC 4: Decision-making and organizational learning**	4.1 Risk and uncertainty	Risk; uncertainty; sources of uncertainty; Entrepreneurial risks
		4.2 Decision-making	Decision-making with limited information; intuition and analysis; heuristics; Entrepreneurial decisions
		4.3 Organizational Learning and Knowledge Management	MIS; Knowledge Management; organizational learning; Turning information into knowledge
		4.4 Learning, adaptation and development of abilities	Experimentation; validation of assumptions; iterative development; Dynamic capabilities
I5. Explain and argue the role of entrepreneurial ecosystems, institutions and support mechanisms in the development of entrepreneurial ventures.	**TO 5: Entrepreneurial ecosystems and development support**	5.1 Entrepreneurial ecosystems	The concept of ecosystem; actors; relationships; ecosystem development
		5.2 Institutions and entrepreneurship	Formal and informal institutions; **regulatory framework**; Institutional support
		5.3 Entrepreneurial infrastructure	Incubators; accelerators; development agencies; Supporting institutions
		5.4 Financing entrepreneurship	Sources of financing; access to capital; Development Support Programs
		5.5 Legitimacy, trust and ethics	Reputation; trust; ethical dilemmas; Social acceptance

I6. Assess the factors that affect the sustainability, resilience and evolution of entrepreneurial ventures in the modern business environment.	**TO 6: Sustainability and evolution of entrepreneurial ventures**	6.1 Resilience and sustainability of enterprises	Resistance; adaptability; long-term sustainability; Change management
		6.2 ESG and entrepreneurship	Environmental, social and governance dimensions; ESG standards
		6.3 Evolution of the enterprise	Growth; transformation; changing business models; Ability development
		6.4 The future of entrepreneurship	Artificial intelligence; digital transformation; sustainable development; Entrepreneurship in conditions of continuous change

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. *Obligations of students*

Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. 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 commitments 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 teaching hours to be eligible to sign.*

EXAM: 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: Working in teams includes: Analyze and create business combinations that are related to the realization of an entrepreneurial venture and project

OUT-OF-CLASSROOM PREPARATION AND SEMINAR/PRESENTATION: *Practical work is carried out through the optional "Challenge" program. Students independently select and process a topic, scientific article or case study related to the learning outcomes of the course and present the results of their work during the teaching exercises. The activity is focused on the development of analytical, presentation and critical competencies.*

CONTINUOUS ASSESSMENT OF KNOWLEDGE: *For more efficient progress of students in teaching, continuous examinations (2 intermediate exams) are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

1.7. *Monitoring of student work (add X with the appropriate form of monitoring)*

Attendance	X	Teaching activity		Term paper		Experimental work	
Written exam	X	Oral exam		Essay		Research	
Design		Continuous assessment*	X	Paper		Practical work	X
Portfolio							

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

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

The linking of learning outcomes, teaching methods and assessment of learning outcomes is performed as follows:

	Written exam	Attendance at class	Total
I1	16		16
I2	16		16
I3	16		16
I4	16		16
I5	16		16

I6	16		16
OUT OF THE BOX		4	4
TOTAL	96	4	100

<table>
<tr><th>FORMS OF TRACKING</th><th>NAME OF LEARNING OUTCOMES</th><th>TEACHING METHOD</th><th>METHOD OF ASSESSMENT KNOWLEDGE</th><th>Maximum number of rating points</th></tr>
<tr><td rowspan="9">Written exam (intermediate exam I and intermediate exam II)</td><td rowspan="3">OUTCOME 1
1. .Understand entrepreneurship as a process of creating organizations and values and its role in economic and social development</td><td>Lecture</td><td rowspan="9">Exam with
essay-problem questions to which an answer is sought that demonstrates the identification and definition of key concepts, their connection and appropriate argumentation of a higher degree of complexity</td><td rowspan="9">96</td></tr>
<tr><td>Asking open-ended questions</td></tr>
<tr><td>Discussion</td></tr>
<tr><td rowspan="3">OUTCOME 2
2. Interpret the emergence of entrepreneurial opportunities and analyze the impact of different market, social and institutional contexts on entrepreneurial activity</td><td>Lecture</td></tr>
<tr><td>Asking open-ended questions</td></tr>
<tr><td>Simulations</td></tr>
<tr><td rowspan="2">OUTCOME 3
3. Explain the role of innovation, business models, resources and value chains in value creation and delivery</td><td>Lecture</td></tr>
<tr><td>Discussion</td></tr>
<tr><td>OUTCOME 4</td><td>Lecture</td></tr>
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	4. ***Analyze decision-making, information management, and organizational learning under conditions of uncertainty and change.***	*Discussion*		
	OUTCOME 5 5. **Explain and argue the role of entrepreneurial ecosystems, institutions and support mechanisms in the development of entrepreneurial ventures**	*Lecture* *Discussion* *Simulations*		
	OUTCOME 6 ***6. .Assess the factors that affect the sustainability, resilience and evolution of entrepreneurial ventures in the modern business environment.***	*Lecture*		
Class Activity	*All outcomes*	*Lectures and exercises*	*Record of class activities*	*4*
			TOTAL POINTS	***100***

Type of student workload	*Hours of student workload*	*ECTS credits*
Attending face-to-face classes	75	2,5
Field trips/visits outside the college		
Independent study/research	60	2,0
Out-of-classroom preparation and preparation of seminars/presentations	0	0
Work on an out-of-classroom project assignment	0	0
Independent preparation for exams and exam time	60	2,0
Consultation activities	15	0,5
Other	0	0
TOTAL ECTS credits	**210**	**7**

JUDGING:

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:

NUMBER OF POINTS	*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)*

The evaluation is carried out in a transparent manner by collecting points. The course is valued 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 by 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 subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is 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.

a. *Required literature 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** **students receive compulsory literature in permanent ownership*	*100*
A.Balog; Z.Rešetar(2021); Entrepreneurship business plans; Baltazar High School, Zaprešić	*5** **students receive compulsory literature in permanent ownership*	100

b. 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: Josip Juraj Strossmayer University.* *3.M.Škrtić, M.Mikić:(2011): Entrepreneurship, Synergy, Zagreb* *4.I.Bujan:(2020): Family business in tourisam characteristics-the oowner from the perspective, Economic Review,* *5.F.Trias de Bes; P.Kotler (2016) Innovation to Victory; Školska knjiga, Zagreb 17 (1),3-32: https://doi.org./10.32910/ep.71.1.1.* *6..Đ.Horvat; D.Perkov; N.Trojak; (2019): Strategic Management and Competitiveness in the New Economy, Effectus University College, Zagreb* *7. Neven Šipić, Basics of Entrepreneurship, Zagreb University of Applied Sciences, 2024* *8. TERA Tehnopolis, Innovative Entrepreneurship, J. J. Strossmayer University of Osijek.* *9. Marica Škrtić, Rudolf Vouk, Basics of Entrepreneurship and Management.* *10. Đ. Horvat, Ž. Tintor (2005/2006): Entrepreneurial Economy: How to Take the First Step, Zagreb: Academy of Commerce*
c. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences
• *statistical processing and analysis of exam results (verification of the Gaussian curve – normal distribution of performance, comparison and monitoring of exam results of different generations, analysis of understanding of individual modules/questions on the exam, etc.),* • *conducting a survey among students,* • *evaluation and self-evaluation of teachers,* • *achieved results, level of understanding and knowledge during the preparation of seminar papers, independent tasks, practical work and Business Plan* • *the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),* • *analysis of the reports of the head of the quality center, and* • *Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.*