

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 Short Study in Entrepreneurship	
Status of the College	Mandatory	
Code	PII-P-26	
Year	1. Year	
Point value and method of teaching	ECTS Student Workload Coefficient	7
	Number of hours (P+H+S)	30+30+15

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. 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 competitive advantages of companies. Upon completion of the course, students are trained to create a business plan for an entrepreneurial venture and to develop the idea as a whole, and to independently manage their own project.
1.2. Requirements for enrolment in the course
-None
1.3. Expected learning outcomes for the course
1. Synthesize and connect the entrepreneurial environment and entrepreneurial traits into the 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 company and the evaluation of entrepreneurial ventures 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 obstacles to innovation in entrepreneurship in order to create a competitive advantage of the company.
6. Write a business plan and business model for a company on a concrete example, taking into account the application of ESG standards.

1.4. The content of the course

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 manage entrepreneurial ventures. The lecture covers the following thematic units:

-DEFINITION OF ENTREPRENEURSHIP-The concept of enterprise and entrepreneurship. Definition of 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. Application of ESG standards in entrepreneurship how environmental, social and corporate governance standards can be beneficial 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 INNOVATIONS IN ENTREPRENEURSHIP – Creating 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 own 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 basis of competitive advantage of modern entrepreneurs. New business models for entrepreneurship development. Strategic connection of entrepreneurs. Entrepreneurship in creative industries in Croatia and the EU.

BASICS -ENTREPRENEURIAL DESIGN-content of the 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. Efficiency and sensitivity rating. 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. 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.*

FIELD CLASSES: *students are required to attend organized field classes and submit a report*

CLASS ACTIVITIES: *Working in teams 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.*

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

Attendance	X	Teaching activity	X	Term paper		Experimental work	
Written exam	X	Oral exam		Essay		Research	
Design		Continuous assessment of knowledge	X	Paper		Practical work	x
Portfolio						Field work	x

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.

For more efficient advancement of students in teaching, lectures, exercises, seminar classes, continuous testing of knowledge (intermediate exams and teaching activity), practical work and exams are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.

Activity	ECTS credits	Learning outcomes	Student activity	Valuation method	Maximum number of rating points
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	<i>Attendance</i>	2,5	1-6	<i>Class attendance</i>	<i>Student attendance records</i>	0	
	<i>Intermediate exams</i>	1,5	<i>Intermediate exam 1-outcomes 1,2,3 Intermediate exam 2-outcomes 4,5,6</i>	<i>Participation in a written examination with questions of different types (two questions per outcome are problem-based in which the student solves a problem on a concrete example and one essay-type question per outcome)</i>	<i>Mid-term exam 1-max.36 points (max.12 points per outcome) Intermediate exam 2-max.36 points (max.12 points per outcome)</i>	0-72	

<i>Activity on Continue</i>	<i>0,5</i>	<i>1-6</i>	<i>Work in teams includes: Analyze and create business combinations that are related to the realization of an entrepreneurial venture and project</i>	<i>Class Activity Max.3 points</i>	<i>3</i>
<i>Practical work</i>	<i>2</i>	<i>1-6</i>	<i>Independent work-Defining the business option of entering entrepreneurship and drafting the Business Plan of an entrepreneurial venture using appropriate software.</i>	<i>The scale of points based on the total number of points for this activity is 22 points (outcomes 1-5 max 2 points, outcome 6 max 12 points)</i>	<i>22</i>
<i>Field work</i>	<i>0,5</i>	<i>1-6</i>	<i>Students are required to attend organized field classes and submit a report</i>	<i>Max. 3 points</i>	<i>3</i>
<i>Final exam*</i>		<i>1-6</i>	<i>Attendance at the written examination with questions of various types</i>	<i>Checking the correct answers (grading)</i>	<i>0-94*</i>
<i>Total</i>	<i>7</i>	<i>/</i>	<i>/</i>	<i>/</i>	<i>100</i>

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam. It is possible to achieve a maximum of 94 points at the final exam (100 – teaching activity 6 points = 94 points). A student can receive additional points on the Challenge learning outcome.*

A prerequisite for taking the final exam in the subject of Entrepreneurship and Innovation is the submission of the Practical Work before the date of writing the exam period.

NAME OF LEARNING OUTCOMES	INTERMEDIATE EXAM/EXAM	CLASS ACTIVITY	PRACTICAL WORK	FIELD STUDY	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	72	3	22	3	100

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.

1.9. 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	50	50

knjiga, Zagreb		
A.Balog; Z.Rešetar(2021); Entrepreneurship business plans; Baltazar High School, Zaprešić	50	50
1.10. Supplementary literature (at the time of programme application) 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 tourism characteristics-the owner 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		
1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences		
• <i>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.),</i> • <i>conducting a survey among students,</i> • <i>evaluation and self-evaluation of teachers,</i> • <i>achieved results, level of understanding and knowledge during the preparation of seminar papers, independent tasks, practical work and Business Plan</i> • <i>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),</i> • <i>analysis of the reports of the head of the quality center, and</i> • <i>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.</i>		