

<b>Study program: Information Technology</b>			
<b>Course title: ENTREPRENEURSHIP FUNDAMENTALS</b>			
<b>Teacher(s): Cariša H. Bešić, Neda M. Nikolić</b>			
<b>Course status: elective</b>			
<b>Number of ECTS credits: 6</b>			
<b>Prerequisite courses: none</b>			
<b>Course objectives</b> Acquiring theoretical knowledge about the development of the theory and practice of entrepreneurship. In the second part of this course, students should acquire practical knowledge about creating a business plan as an indispensable condition for starting an entrepreneurial venture. These two segments represent an inseparable whole.			
<b>Learning outcomes</b> Mastering knowledge in the field of entrepreneurship, enabling students to research and search for new business ventures independently, their valorization and decision-making, as well as management of already developed jobs.			
<b>Content of the course</b> <i>Theoretical teaching</i> Nature, characteristics and behaviour of entrepreneurs; Forms of entrepreneurship; The nature and importance of entrepreneurship; The role of entrepreneurship in the economy and society; Entrepreneurial strategies; Innovations and entrepreneurship; Entrepreneurship and small businesses; Creation of new business ventures; Development of a business plan; Financing of new ventures; Entrepreneurship and business development; Developing entrepreneurship in large companies; Entrepreneurial orientation in the future. <i>Practical teaching</i> Practice classes include the preparation, writing and defense of a seminar paper - Business Plan (BP). Content of exercises: Definition, Goal, Purpose, Characteristics; Methodologies for creating BP - Domestic models - Elements of a business plan; Example of a concrete Business Plan: Introduction, Summary, Company Objectives, Recapitulation, Other elements, Conclusion.			
<b>Literature</b> [1] Bešić, C., Sajfert, Z., Čočkalo, D., (2015). Osnovi preduzetništva, Fakultet tehničkih nauka u Čačku, Čačak. [2] Bešić, C. Čočkalo, D, Đorđević D., (2023), Preduzetnički menadžment, Fakultet tehničkih nauka u Čačku, Čačak. [3] Čočkalo, D., Đorđević, D. Bešić, C., Bakator, M., (2022), Preduzetnički menadžment, Tehnički fakultet „Mihajlo Pupin“, Zrenjanin. [4] Bešić, C., Đorđević, D., (2022), Osnovi ekonomije, Fakultet tehničkih nauka u Čačku, Univerzitet u Kragujevcu, Čačak. [5] Drucker, P., (1996). Inovacije i preduzetništvo, Grmeč, Beograd. [6] Siropolis, N., (1995). Menadžment malog preduzeća – vodič u preduzetništvo, Mate, Zagreb. [7] Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources (4th ed.). Lombard, Illinois U.S.A.: Marsh Publications. [8] Baierl, R., Behrens, J., & Brem, A. (Eds.). (2019). Digital Entrepreneurship: Interfaces Between Digital Technologies and Entrepreneurship. Springer. [9] Turi, A. N. (2020). Technologies for Modern Digital Entrepreneurship. Apress.Vancouver, Canada			
<b>Number of active teaching classes: 4</b>		<b>Theoretical teaching: 2</b>	<b>Practical teaching: 2</b>
<b>Teaching methods</b> The following methods will be used in processing teaching content: Verbal methods (monologue, dialogue, discussion); Textual methods (teacher's work on the text, student's work on the text, simultaneous work of the teacher and student on the text); Illustrative methods (illustration with objects, models, pictures, graphs, photos, tables); Demonstration methods (demonstration of processes - simulations, etc. demonstration of situations, demonstration of relationships, demonstration of movement, demonstration of work organization, demonstration of device operation, demonstration with multimedia applications). Methods and methodological forms will be applied in frontal, group, tandem work and individual form of teaching work.			
<b>Evaluation of knowledge (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
Activities during teaching process	10	Final exam (written):	30
Practical teaching	10	Final exam (oral):	/
Colloquium	30		
Practical teaching	20		