

COURSE PLAN

Course title	ENTREPRENEURSHIP
Aims of the course	Understanding the essence of entrepreneurial process – exploring innovative chances in launching and supporting growth of successful new businesses
Learning outcomes	After passing the exam a student will be able to: - refine his/her way of thinking and broaden a set of entrepreneurial skills - evaluate and implement successful entrepreneurial strategies - assess and take innovative chances in launching and developing successful new businesses
List of topics/name of the lecturer (including visiting lecturers and experts where applicable)	Assistant professor: Mirjana Kuljak, PhD Teaching assistant: Dragana Ćirović, MSc
Week I	Identifying and analysing entrepreneurial chances
Week II	Transforming possible entrepreneurial chance to a focused strategy and properly defined business initiative
Week III	Developing useful business plan
Week IV	Creating appealing elements to sell an entrepreneurial idea to investors, buyers, partners and key employees
Week V	Attracting most talented people and vital resources needed to transform a vision into reality
Week VI	Developing organization and capabilities needed for launching and sustaining business enterprises in early phase of their development
Week VII	Bringing decision whether to develop capabilities inside the organization or to obtain them through partnerships, joint ventures or potential acquisitions
Week VIII	Developing strategy, organization and model of leadership for various phases of business growth
Week IX	Recognizing and managing risk, while creating and measuring value
Week X-XV	Internship
Mandatory readings	Literature provided over the course of the semester, in communication with students. The sources include links, texts, videos, introduction for exercises and other needed material.

Semester assessment	To pass the exam student should cumulatively attain min 50 points, of which: - class activities max 20 points (10lectures + 10exercises) - one colloquium max 30 points - final exam max 50 points (25 lectures + 25 internship)
List of lecturers (academic)	Assistant professor: Mirjana Kuljak, PhD
Name of the course coordinator	Assistant professor: Mirjana Kuljak, PhD
List of visiting lecturers (experts), (where applicable)	Announcement to be confirmed Bleak faith: Forsaken, Mišo Vukčević, Rade Vukčević (video game industry)