



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Entrepreneurship								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	PODZ	1.7. Year of Study	Third						
1.4. Course Code	CM19128	1.8. Semester	Fifth / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	15								
Exercises	15								

2. TEACHING STAFF

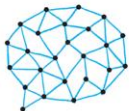
2.1. Lecturer in Charge	Zlatko Hodak	2.6. Course Associates	
2.2. Academic Rank	PhD	2.7. Academic Rank	
2.3. Teaching Rank	Senior Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	zlatko.hodak@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course Entrepreneurship is to enable students to acquire knowledge and skills on the basics of entrepreneurship, the basic principles of entrepreneurship, the company and its life cycle, and the prospects for entrepreneurship development. Theoretical and practical examples enable students to initiate an entrepreneurial project and create an entrepreneurial plan.
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3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.						
3.3. Learning Outcomes	<p>LO1. Explain in detail the entrepreneur's role in the entrepreneurship process</p> <p>LO2. Explain the difference between legal forms and the role of companies in Croatian entrepreneurship</p> <p>LO3. Explain key financial indicators of business operations</p> <p>LO4. Create a business plan on their own</p>						
3.4. Course Content	<p>1. Introduction to course, course description, course requirements and rules / Definition of entrepreneurship /</p> <p>2. Historical development of entrepreneurship / Definition of entrepreneurs / Entrepreneurial Functions / Entrepreneurship</p> <p>3. Launching an entrepreneurial project</p> <p>4. Creating a business plan</p> <p>5. Analysis of a business plan using financial indicators</p> <p>6. Preliminary exam</p> <p>7. Student presentations</p> <p>8. Student presentations</p> <p>9. Student presentations</p> <p>10. Student presentations</p>						
3.5. Types of Class Activities	X Lectures	X Exercises	X Field Trips			Multimedia and Network	Mentored Paper
			X Independent Assignments			Laboratory	Misc.
3.6. Course Language	Croatian Language						
3.7. Student Obligations	<p>Student Obligations – attending classes and teaching activity: Students are required to attend classes regularly and actively participate in them. Practical exercises will be performed during the course. Students are required to take part in the exercises and present the results of the tasks performed.</p> <p>The project is a practical exercise in which students demonstrate the learned knowledge in the field of entrepreneurship in practice. The project is prepared according to the professor's instructions, which students receive during the course. The subject of the project is selected by students from the proposed topics list, and the project must be submitted no later than seven days before the agreed presentation date.</p> <p>The presentation of the project includes a short presentation of the created and approved project. During the presentation, students must demonstrate a complete understanding of the issues involved in entering the business process, and fluently explain the elements of the entrepreneurial project.</p>						
3.8. Monitoring Student Work and ECTS	1 Class Attendance	1 Written Exam		Seminar Paper		Preliminary Exam(s)	1 Project
	1 Activities in Class		Oral Exam	Research		Essay	Misc.

**3.9. Grading Students during Class and Final Exam**

Grade Type	Points
1. Class Attendance	5
2. Project	20
3. Exam	75
Total Points	100

3.10. Obligatory Literature

1. Škrtić, M., Mikić M. (2011). *Poduzetništvo*. Zagreb: Sinergija.

3.11. Supplementary Literature

1. Siropolis, N. C. (1995). *Menadžment malog poduzeća*. Zagreb: Mate.
2. Gorupić, D., Gorupić, D. jr. (1990). *Poduzetne-postanak i razvoj poduzetništva i poduzeća*. Zagreb: Informator.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires