



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	ENTREPRENEURSHIP			
1.2 Study program/s	Undergraduate professional study program Tourism and Sports Management			
1.3 Course status (O,E)	O	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation	POD		Seminars	
1.6 Semester	II		E-learning	
1.7 ECTS	6	1.7 Place and time of instruction	Premises of the Polytechnic / distance learning	

2. TEACHING STAFF

2.1 Course leader/s-title	Igor Klopotan, Ph.D. prof.dr.sc. G.Kozina,prof.v.š. mr.sc.Ž.Blagus,pred.	contact	iklopotan@mev.hr
2.2 Assistant/s- title		contact	
2.3 Instruction held by- title	Igor Klopotan, Ph.D. mr.sc.Ž.Blagus,pred.	contact	iklopotan@mev.hr zblagus@mev.hr

3. COURSE DESCRIPTION

3.1 Course goals	Acquisition of knowledge and skills for independently starting entrepreneurial ventures. Upon completion of the course, students should be able to develop a business plan for an entrepreneurial venture and use the adopted tools for the evaluation of entrepreneurial ventures.								
3.2 Prerequisites	None.								
3.3 Course outcomes	I1 Independently analyse the entrepreneurial environment and entrepreneurial characteristics. I2 Evaluate the possibilities of creating business models, business combinations. I3 Assess the most favourable ratio of opportunities for starting a new business and evaluation of entrepreneurial ventures. I4 Analyse types of entrepreneurship and ways of starting entrepreneurial ventures. I5 Develop a business plan and business model for a company.								
3.4 Course content	The course includes content related to entrepreneurship and the entrepreneurial environment. Introduces students to all the tools an entrepreneur needs to start and run an entrepreneurial venture. The lecture deals with the thematic units that are described in detail in the fifth part of this table.								
3.5 Types of coursework	x	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities	Laboratory
	x	Seminars and workshops		Distant learning		Field classes		Multimedia and network	Mentorship

	Other																																																																				
3.6 Language of instruction	Croatian, English																																																																				
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	2	Class attendance	1.5	Business plan		Essay																																																															
	0.5	Class activity		Project		Report/paper																																																															
	2	Midterm exams		Practical task	1	Continuous knowledge check																																																															
		Written exam		Experimental work																																																																	
		Oral exam		Research																																																																	
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Class activity</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Midterm exam 1</td> <td>35%</td> <td>35</td> </tr> <tr> <td>Midterm exam 2</td> <td>35%</td> <td>35</td> </tr> <tr> <td>Research and homework</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Business plan</td> <td>20%</td> <td>20</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>70%</td> <td>70</td> </tr> <tr> <td>Total:</td> <td>100%</td> <td>100</td> </tr> </tbody> </table>						Activity specification	Percent %	Points	Assessment during instruction			Class activity	5%	5	Midterm exam 1	35%	35	Midterm exam 2	35%	35	Research and homework	5%	5	Business plan	20%	20	<i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i>			Written exam	70%	70	Total:	100%	100																																	
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3.10 Specific features related with taking the course	<p>Full-time students must attend at least 70% of the total number of hours of lectures and at least 70% of the total number of hours of exercises in order to be eligible to take the course. The condition for taking the course is a business plan, for which all instructions are on the Loomen / Merlin system. If the student does not meet the prescribed conditions, he / she is not entitled to sign and take the course. Students are required to bring to class lecture materials (available at Loomen / Merlin) relevant to the intended topic of the lecture. Students are required to inform themselves in advance from the required literature on the topic provided for a particular lecture date.</p> <p>The exam is taken through a mid-term exam (2) or at the regular exam period. Mid-term exams are taken exclusively in writing. After passing both and the</p>																																																																				

	<p>presented business plan, the student has the right to enroll in the grade. If the student is not satisfied with the grade, he can answer orally for a higher grade only if he is missing 3 or less points for a higher grade in the written part of the exam. If a student does not pass the exam through the mid-term exam, he / she takes a written exam at the regular or extraordinary exam term. The condition for passing the written exam is 50% of correct answers, i.e. 30 out of a total of 60 points that include the course outcomes (1-4). Points earned on exercises and based on the business plan are added to the total points earned on exams and mid-term exam. All students must create and present a business plan, which is also a condition for obtaining a signature and taking a course. Part-time students attend classes in a concentrated form. They can earn extra points by doing the task and they must make and present a business plan in teams, and instead of two colloquia at the end of the class they take a pre-term, which is a kind of mid-term exam of the entire material before the exam. The mentioned predicate carries 60 points, and for the passage it is necessary to achieve 30 points, ie 50% (outcomes 1 - 4).</p>								
<p>3.11 Students obligations</p>	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam. Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>								
<p>3.12 Written assignments</p>	<p>Business plan. TECHNICAL INSTRUCTIONS FOR WRITING A BUSINESS PLAN: Font: size 12, Calibri or Times New Roman Line spacing: Single First page: Name of the business plan, team number, team members, date, place, mentor, name of the institution Margins: normal Second page: Content (related to the number of pages) Business plan scope: 10 - 15 pages Criteria for evaluation of plans: - Compliance with technical instructions - Originality of the idea - Quality of processing of individual points of the plan - Quality of exposure</p>								
<p>3.13 Required reading</p>	<table border="1"> <tr> <td data-bbox="507 1778 584 1850">1.</td> <td data-bbox="584 1778 1477 1850">Hirsch, R.D., Peters, M.P. & Shepard, D.A.: Poduzetništvo, McGraw-Hill/Irvin, 7. izdanje, 2017.</td> </tr> <tr> <td data-bbox="507 1850 584 1890">2.</td> <td data-bbox="584 1850 1477 1890">Škrtić, M., Mikić, M. (2011.) Poduzetništvo, Zagreb, Sinergija</td> </tr> <tr> <td data-bbox="507 1890 584 1930"></td> <td data-bbox="584 1890 1477 1930"></td> </tr> <tr> <td data-bbox="507 1930 584 1971"></td> <td data-bbox="584 1930 1477 1971"></td> </tr> </table>	1.	Hirsch, R.D., Peters, M.P. & Shepard, D.A.: Poduzetništvo, McGraw-Hill/Irvin, 7. izdanje, 2017.	2.	Škrtić, M., Mikić, M. (2011.) Poduzetništvo, Zagreb, Sinergija				
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3.14 Additional reading	1.	Kolaković, M.: Poduzetništvo u ekonomiji znanja, Sinergija, Zagreb, 2006.
	2.	Bujan, I.: Utjecaj poduzetničkih osobina i znanja vlasnika na uspješnost poslovanja malih obiteljskih poduzeća u turizmu, doktorska disertacija, Ekonomski fakultet u Rijeci, 2018.
	3.	Horvat, Đ., i Kovačić M.: Menadžment u malom poduzetništvu. CERA PROM Zagreb 2004
	4.	Timmons, J.A. & Spinelli: New ventre creation: Entrepreneurship for the 21st Century, McGraw Hill, 2015
	5.	Bujan, I. (2020). FAMILY BUSINESS IN TOURISM CHARACTERISTICS – THE OWNER’S PERSPECTIVE. Ekonomski pregled, 71 (1), 3-32. https://doi.org/10.32910/ep.71.1.1

4 ADDITIONAL COURSE INFORMATION

4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	To create a business plan.

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	Method	Learning outcomes	Course outcome
1.	Course introduction. Definition of entrepreneurship.	<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Valorize the entrepreneurial environment and the impact on entrepreneurship.	I1

2.	Entrepreneurial environment.	Direct teaching, discovery learning, discussion	Evaluate the advantages and disadvantages of entering entrepreneurship.	I1
3.	Start-up.	Direct teaching, group learning	Explain the start-up and start-up incubator and analyze examples from practice.	I1
4.	Entrepreneurial traits. Entrepreneurial mind.	Direct teaching, discovery learning, discussion	Understand the entrepreneurial mindset.	I1
5.	Business model.	Direct teaching, discussion	Create a business model, evaluate examples of business models, valorize the components of the business model.	I2
6.	Business combinations.	Direct teaching, discussion	Distinguish different types of business combinations - advantages and obstacles with the analysis of practical examples.	I2
7.	Preparation for mid-term tests including outcomes 1 and 2.			I1, I2
8.	Business opportunities analysis.	Direct teaching, group learning	Explain opportunities in entrepreneurship and measures to assess opportunities.	I3
9.	Possibilities entering entrepreneurships.	Direct teaching, discussion	Evaluate the advantages and disadvantages of each form of entry into entrepreneurship, valorize the franchise.	I3
10.	Valuations, structure and negotiations.	Direct teaching, discussion	Explain the methods of venture capital investors, list the key aspects of negotiation.	I3
11.	Entrepreneurial finance.	Direct teaching, discussion	Explain financing types of an entrepreneurial venture, determine	I3

			and understand the meaning of basic financial statements.	
12.	Entrepreneurship and development.	Direct teaching, group work	List and apply government measures to promote entrepreneurship.	13
13.	Social entrepreneurship.	Direct teaching, discussion	Valorize social entrepreneurship and financing of social entrepreneurship.	14
14.	Family entrepreneurship.	Direct teaching, discussion	Review family entrepreneurship and ways of financing.	14
15.	Preparation for mid-term tests including outcome 3 and 4.			13, 14
EXERCISES/ SEMINARS				
Hours	Topic and description	Method <ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Learning outcomes	Course outcome
1.	Development of entrepreneurial idea.	Discovery learning, group learning, student presentations	Create an entrepreneurial idea.	11
2.	Entrepreneurial environment.	Discovery learning, group learning, student presentations	Explain the meaning of the entrepreneurial environment.	11
3.	Business model.	Discovery learning, group learning	Design and build a business model.	11, 15
4.	Partnership in entrepreneurships.	Discovery learning, group learning, student presentations	Analyze partnerships.	11
5.	Market segmentation.	group learning	Make a market analysis on the example of an entrepreneurial idea.	12, 15
6.	SWOT analysis.	group learning	Make a SWOT analysis on the example of an entrepreneurial idea.	12, 15

7.	Mid-term exam – I1 and I2.			I1, I2
8.	Franchise.	Discovery learning, group learning	Recognize and value business opportunity.	I3
9.	Analysis of business opportunities.	Discovery learning, group learning, student presentations	Valorize the franchise and the franchise agreement on own example.	I3
10.	Promotion.	Discovery learning, group learning	Develop a basic marketing plan on the example of an entrepreneurial idea.	I3, I5
11.	Entrepreneurial team.	Discovery learning, group learning	Assign team roles on the example of an entrepreneurial idea.	I3, I5
12.	Entrepreneurship and development.	Discovery learning, group learning	Analysis of incentive measures for entrepreneurship development.	I3
13.	Social and family entrepreneurship.	Discovery learning, group learning, student presentations	Valorize the ways of organizing and financing social and family entrepreneurship.	I4
14.	Mid-term exam – I3 – I4.			I3, I4
15.	Presentation of business plans.	Student presentations.		I5