



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Entrepreneurship in tourism and sports		
1.2 Study program/s	Specialist study Tourism and Sports Management		
1.3 Course status (O,E)	Obligatory (O)	1.6 Mode of instruction (number of hours)	Lectures 30
1.4 Course code			Exercises 15
1.5 Course abbreviation	PTS		Seminars
1.6 Semester	II		E-learning
1.7 ECTS	6	1.7 Place and time of instruction	iklopotan@mev.hr zblagus@mev.hr

2. TEACHING STAFF

2.1 Course leader/s-title	<i>doc.dr.sc. Igor Klopotan, v.pred.</i> <i>mr.sc. Ž. Blagus, pred.</i> <i>izv.prof.dr.sc. A. Rončević</i>	contact	iklopotan@mev.hr zblagus@mev.hr
		contact	
2.2 Assistant/s-title		contact	
		contact	
2.3 Instruction held by-title	<i>doc.dr.sc. Igor Klopotan, v.pred.</i>	contact	

3. COURSE DESCRIPTION

3.1 Course goals	Upgrading the existing knowledge about entrepreneurship and acquiring specific knowledge about entrepreneurship in tourism and sports. Acquisition of specific knowledge in the field of planning and development of entrepreneurial programs in tourism and sports. Acquisition of knowledge and development of a business plan related to entrepreneurial projects in tourism and sports.
3.2 Prerequisites	None
3.3 Course outcomes	<u>After successfully passing the exam and adopting the material, the student should:</u> O1: Identify the characteristics of entrepreneurship in tourism and sports (L6) O2: Valorize entrepreneurial tourism projects in Croatia and the world (L6) O3: Compile a proposal for an entrepreneurial program in tourism and sports. (L5) O4: Evaluate the entrepreneurial program from a financial perspective (L6) O5: Review possible investments in tourism and sports entrepreneurship (L6) O6: Create a feasibility study on a real example (Level 5)

3.4 Course content	The course presents contents related to the concept and specifics of entrepreneurship in tourism and sports. The course contains the specifics of entrepreneurship, examples of tourism projects in Croatia and the world, the basics of entrepreneurial finance, investments and valorization of projects in tourism and sports.																																																	
3.5 Types of coursework	X	Lectures	X	Exercises		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																																																	
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			Seminars				Essay																																									
		Class activity		2	Project				Report/paper																																									
	2	Midterm exams			Practical task				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" data-bbox="536 1173 1262 1547"> <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>Attendance</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Class activity</td> <td>5%</td> <td>5</td> </tr> <tr> <td>Seminar/ project/ essay</td> <td></td> <td></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>Project</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			Attendance	5%	5	Class activity	5%	5	Seminar/ project/ essay			Midterm exam 1	35%	35	Midterm exam 2	35%	35	Project	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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3.9 Assessment criteria – analysis per learning outcomes	<table border="1" data-bbox="456 1637 1225 2049"> <thead> <tr> <th colspan="6">Ways of evaluating learning outcomes</th> </tr> <tr> <th></th> <th>Activity</th> <th>Mid-term exam 1</th> <th>Mid-term exam 2</th> <th>Practical work</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Outcome 1</td> <td>2,5</td> <td>20</td> <td></td> <td></td> <td>22,5</td> </tr> <tr> <td>Outcome 2</td> <td>2,5</td> <td>15</td> <td></td> <td></td> <td>17,5</td> </tr> <tr> <td>Outcome 3</td> <td>2,5</td> <td></td> <td>20</td> <td></td> <td>22,5</td> </tr> <tr> <td>Outcome 4</td> <td>2,5</td> <td></td> <td>15</td> <td></td> <td>17,5</td> </tr> <tr> <td>Outcome 5</td> <td></td> <td></td> <td></td> <td>20</td> <td>20</td> </tr> </tbody> </table>						Ways of evaluating learning outcomes							Activity	Mid-term exam 1	Mid-term exam 2	Practical work	Total	Outcome 1	2,5	20			22,5	Outcome 2	2,5	15			17,5	Outcome 3	2,5		20		22,5	Outcome 4	2,5		15		17,5	Outcome 5				20	20		
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Outcome 5				20	20																																													

Outcome not-related					
Total	10	35	35	20	100

Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)

Points	Grade
96 – 100	excellent (5)
86 – 95	very good (4)
71 – 85	good (3)
60 – 70	pass (2)
0 – 59	fail (1)

3.10 Specific features related with taking the course

All students (full-time and part-time) can choose between the two exam options explained below.

Option A. Taking the exam through a colloquium

In order to exercise the right to take the exam through a colloquium, students are expected to:

- actively participate in classes (solve case studies, exercises and short assignments)
- prepare and present a seminar paper
- approaches to work from different aspects of research (each pair of students has a different aspect of research), but must include theory (minimum 4 books, 2 professional or scientific papers, and other sources) - except in the case of cost-benefit analysis
- The paper should contain a summary, title, aim, methods and research problem
- work individually or in pairs (max 2 students)
- presentation and word document (10-15 pages without title page, content and literature, line spacing 1.5, font size 12, according to the instructions for writing the final paper with citation, citing the author, in the bibliography only the authors who are cited are listed)
- the subject of the research, the topic of the paper and the title are agreed with the lecturers
- the condition for taking the 2nd colloquium is 50% of the points for the 1st colloquium and the adoption of the corresponding learning outcomes

Work structure:

ABSTRACT

KEYWORDS

1. INTRODUCTION

2. DESCRIPTION OF WORK - CASE STUDY OF THE COMPANY OR START-UP or DEVELOPMENT OF OWN ENTREPRENEURIAL PROJECT WITH COST-BENEFIT ANALYSIS or ANALYSIS OF INDIVIDUAL FORMS OF ENTERPRISE WITH CONDUCTED RESEARCH

3. SURVEY RESULTS - cost benefit, financial analysis, chart presentation, interview results, SWOT, etc.

4. CONCLUSION

LITERATURE

Team presentation is made in groups of 2 students. The groups report their composition and topic in the second term of the exercises and seminars. The presentation must consist of approximately 15 slides and last about 15 minutes.

	<p>Seminar and presentation are mandatory and without preparation / presentation the student cannot take the exam. The goal is to encourage students to think innovatively and creatively. The method of scoring this method of taking the exam is shown below.</p> <p>Option B. Taking the regular exam If students do not pass the colloquia, they take the regular exam. The condition for taking the exam is the processing of the task from option A, ie the preparation and presentation of a seminar paper.</p>	
3.11 Students obligations	<p>Full-time students must attend at least 70% of the total number of lecture hours and at least 70% of the total number of practice hours in order to be eligible to sign. Part-time students must attend at least 50% of the total number of hours of lectures and at least 50% of the total number of hours of practice in order to be eligible to sign. The condition for taking the course is a seminar paper prepared and presented. If the student does not meet the prescribed conditions, he / she is not entitled to sign and take the course</p>	
3.12 Written assignments	<p>Presentations, access and research papers must be computer written and must follow predefined content.</p>	
3.13 Required reading	<ol style="list-style-type: none"> 1. Bartoluci, M. (2003.). <i>Ekonomika i menedžment sporta</i>. Zagreb: Informator 2. Bartoluci, M. (2014). <i>Upravljanje razvojem turizma i poduzetništva</i>, Zagreb, Školska knjiga 3. Lecture notes 4. Bartoluci, M., Čavlek, N. (2007.). <i>Turizam i sport - razvojni aspekti / Tourism and sport - aspects of deveelopment</i>. Zagreb: Školska knjiga. 5. Korunić, K. (2017). <i>CBA – analiza troškova i koristi, Financije i računovodstvo</i>, Zagreb 	
3.14 Additional reading	<ol style="list-style-type: none"> 1. Morrision, A., Rimmington, M. & Williams, C. (1999). <i>Entrepreneurship in the Hospitality, Tourism and Leisure Industries</i>. Butterworth – Heinemann 2. Ratten, V., Ferreira, J.V. (2017). <i>Sport entrepreneurship and innovation</i>, Routledge 3. Bujan, I. (2016). <i>Performance Analysis of Small Family Hotels // Economy of Eastern Croatia – Vision and Growth / Mašak Tonković, Anka (ur.) University Josip Juraj Strossmayer in Osijek, Faculty of Economics in Osijek, str. 113-121</i> 4. Walmsley A. (2019) <i>Entrepreneurship in Tourism</i>. Routledge. Oxon 5. Ratten. V. (2018.) <i>Sport Entrepreneurship: Developing and Sustaining an Entrepreneurial Sports Culture</i>. Springer 6. Gregorić, M. i Lukša, Z. (2017). <i>Cjeloživotno obrazovanje po principima dr. Rudolfa Steinera u funkciji razvoja poduzetništva u turizmu. Obrazovanje za poduzetništvo - E4E : znanstveno stručni časopis o obrazovanju za poduzetništvo</i>, 7(1), 249-268. Dostupno na https://hrcak.srce.hr/183459 	
4 ADDITIONAL COURSE INFORMATION		
4.1 Quality control	<p>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.</p>	
4.2 Contact the teacher	<p>Students can contact the teacher during the consultation period (two hours per week) and during classes. It is possible to ask questions by e-mail if they are not answered during the lecture, or they are not available in the instructions, syllabus and on the bulletin board (website) of the Polytechnic. Students will</p>	

	receive answers to such questions within 5 working days 8 at the latest (except during weekends or holidays when they will not be answered). It is recommended that students attend classes regularly, follow the information on Loomen as part of the course, and follow the information on the Polytechnic's website in order to be informed in time about all the important details of the course.	
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	Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem Analyze the macroeconomic and microeconomic business environment Assess the competitive position of companies in the market Assess the company's demand function and apply an appropriate pricing policy Manage the development of organizational systems Plan and implement promotional activities in tourism	

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	
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 			
1.&2.	Introduction to the course and a detailed syllabus	Presentation, PP presentation	Students get acquainted in detail with the course tubes, content and tasks that will need to be completed in order to successfully master all outcomes		
3.&4.	Specifics of Entrepreneurship in Sports	Presentation, PP presentation	Determine the importance of entrepreneurship in tourism.	l1	
5.&6.	Specifics of Entrepreneurship in Sports	Presentation, PP presentation	Rethink sports entrepreneurship holders.	l1	
7.&8.	Specifics of Entrepreneurship in Sports	Presentation, PP presentation	Review the state of entrepreneurship in tourism in the country and the world.	l1	
9.&10.	Entrepreneurial tourism projects in Croatia and the World	Presentation, PP presentation	Compare tourism projects.	l2	

11.& 1 2 .	Entrepreneurial tourism projects in Croatia and the World	Presentation, PP presentation	Compare tourism projects.	12	
13.& 1 4 .	Methodologies for developing Entrepreneurial Programs in Tourism	Presentation, PP presentation	Evaluate the best method for creating your own entrepreneurial program.	13	
15.& 1 6 .	1st colloquium	Singly	Outcome check 1, 2, 3		
17.& 1 8 .	Methodologies for creating entrepreneurial programs in sports	Presentation, PP presentation	Evaluate the best method for creating your own entrepreneurial program.	13	
19.& 2 0 .	Fundamentals of Entrepreneurial Finance for Entrepreneurial Program Management	Presentation, PP presentation	Determine costs in entrepreneurial programs.	14	
21.& 2 2 .	Fundamentals of Entrepreneurial Finance for Entrepreneurial Program Management	Presentation, PP presentation	Compare the values of individual entrepreneurial programs.	14	
23.& 2 4 .	Investments in Tourism and Sports Entrepreneurship	Presentation, PP presentation	Review the structure of investments.	15	
25.& 2 6 .	Examples of making feasibility studies in Tourism and Sports	Presentation, PP presentation	Evaluate the cost-effectiveness of the project using different methods on a practical example.	16	
27.& 2 8 .	Examples of making feasibility studies in Tourism and Sports	Presentation, PP presentation	Present your own feasibility study.	16	
29.& 3 0 .	2nd colloquium	Singly	Outcome check 4,5,6		

EXERCISES/ SEMINARS

Hours	Topic and description	Method	Learning outcomes	Course outcome	
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 			

1.&2.	Introducing students to the course	Direct teaching	Students get acquainted in detail with the course tubes, content and tasks that will need to be completed in order to successfully master all outcomes		
3.&4.	Specifics of Entrepreneurship in Sports	Direct teaching, Discovery learning	Valorize the European development strategy for small and medium-sized enterprises. Review the state of entrepreneurship in tourism in the country and the world		
5.&6.	Specifics of Entrepreneurship in Sports	Discovery learning, group / Collaborative learning	Assess the importance of entrepreneurship holders in sport.		
7.&8.	Specifics of Entrepreneurship in Sports	Discovery learning, Case study	Review the state of entrepreneurship in tourism in the country and the world.		
9.&10.	Entrepreneurial tourism projects in Croatia and the World	Discovery learning, Case study	Create your own tourism project.		
11.&12.	Entrepreneurial tourism projects in Croatia and the World	Discovery learning, group / Collaborative learning	Create your own tourism project.		
13.&14.	Methodologies for developing Entrepreneurial Programs in Tourism	Discovery learning, Case study	Create your own tourism project.		
15.&16.	1st colloquium	Singly	Outcome check 1, 2, 3		
17.&18.	Methodologies for creating entrepreneurial programs in sports	Discovery learning, Case study	Create your own sports project.		
19.&20.	Fundamentals of Entrepreneurial Finance for Entrepreneurial Program Management	Discovery learning, Case study	Assess the importance of individual costs in entrepreneurial programs.		
21.&22.	Fundamentals of Entrepreneurial Finance for Entrepreneurial Program Management	Discovery learning, Case study	Assess the importance of individual costs in entrepreneurial programs.		
23.&24.	Investments in Tourism and Sports Entrepreneurship	Discovery learning, group / Collaborative learning	Identify the necessary investments in tourism and sports entrepreneurship		

25.& 2 6 .	Examples of making feasibility studies in Tourism and Sports	Discovery learning, Case study	Present your own feasibility study.		
27.& 2 8 .	Examples of making feasibility studies in Tourism and Sports	Singly	Present your own feasibility study.		
29.& 3 0 .	2nd colloquium	Singly	Outcome check 4,5,6		