

(Table 5.2) Course unit description

Study program: Business Economics and Management, Marketing			
Type and level of studies: Undergraduate studies			
Course unit: Entrepreneurial management			
Teacher in charge: Jelena Eric Nielsen			
Language of instruction (<i>English or other foreign language</i>): English			
ECTS: 7			
Prerequisites: Basic knowledge in the field of Management and Organization			
Semester: <i>Summer Semester</i>			
Course unit objective: The objective of the course is to introduce basic concepts and ideas of entrepreneurial management, through thorough and rigorous analysis of multiple relevant scientific topics: identification and evaluation of entrepreneurial idea, feasibility analysis, gathering necessary resources, starting new venture, growth management and exit strategies. Holistic approach in achieving defined goal is based on intertation previously mastered skills and expertize in the fieds of management, organization, marketing and finance.			
Learning outcomes of Course unit			
<ul style="list-style-type: none"> • Students will be able to fully understand the relevance and potential of entrepreneurship • Expanded knowledge base about key determinants of entrepreneurial process • Expertise in analysis and evaluation of business ideas • Decision making ability, base on incomplete data • Team work, communication skills, independent learning skills, flexible approach 			
Course unit contents			
<ol style="list-style-type: none"> 1. Entrepreneurship – nature, relevance, forms 2. Key factors influencing entrepreneurship in 21. century 3. Entrepreneur – personality and cognitive traits, behavior, classification 4. Creativity and innovation as key determinants of successful entrepreneurs 5. Entrepreneurial process and fund raising 6. Ethical and social responsibility of entrepreneur 7. Entrepreneurial strategies 8. Corporate entrepreneurship 9. Growth management 10. Exit strategies 			
Literature			
<ul style="list-style-type: none"> • Hisrich, R. D., Peters, M.P., & Shepherd, D. A. (2011). Entrepreneurship, 7th ed., Irvin-McGraw-Hill. • Allen, K. A. (2009). Launching new ventures, Houghton Mifflin Company, Boston, USA. • Barringer, B. R., & Ireland, R. D. (2006). Entrepreneurship: Successfully launching new ventures, Pearson Education, Inc., Upper Saddle River, New York. 			
Number of active teaching hours			Other classes
Lectures:	Practice:	Other forms of classes: mentoring system 3 weekly	Independent work: 2 weekly
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures		oral examination	50
practical classes/tests	20	written examination	
Seminars/homework	30	
Project			
Other			
Grading system			
Grade	No. of points	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	
5	0-50	Failing	