

NAME OF THE COURSE		Entrepreneurship Workshop 2					
Code	ECR002	Level of study	2 nd year, summer semester				
Course teacher	Ivana Bilić, PhD, Associate Professor Assistant Professor, Ljiljana Najev Čačija, PhD	Credits (ECTS)	10				
Associate teachers	Associate Professor, Mira Krneta, PhD	Type of instruction (number of hours)	L	S	E	F	
			22		33		
Status of the course	Study program – Small Business Management (obligatory) Study program - Tourism Business (obligatory)	Percentage of application of e-learning	40%				
COURSE DESCRIPTION							
Course objectives	Through these course students should become enabled to independently design a business plan, applying the methods and techniques for undertaking an entrepreneurial project.						
Course enrolment requirements and entry competences required for the course	Prerequisites defined by the Faculty of Economics, Business and Tourism Statute.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Learning outcomes (Level 6): Independently formulate key elements of a business plan.						
	Individual outcomes of learning (level 6): 1. Distinguish the legal forms of organization of entrepreneurial activity as well as models of business organization; compare their advantages and disadvantages. 2. Evaluate the value of a business idea and choose the resources needed for its successful realization. 3. Identify the various approaches, techniques, and tools of market research. 4. Evaluate key factors for choosing a business venture location. 5. Make a sales projection, price calculation, and calculate the business result.						
Course content broken down in detail by weekly class schedule (syllabus)		Entrepreneurial Workshop 2	Lectures	Exercises			
	1.	Introduction to an entrepreneurial workshop (Bilić)	2	3			
	2.A.	Programs for Entrepreneurship Promotion and Forms of Organization of Economic Activity	2	3			
	2.B.	(Bilić)					
	3.	Basics of the tax system and the formation of labor costs (Bilic)	2	3			
	4.	Business Plan and Business Models (Bilić)	2	3			
Students prepare and submit for evaluation FIRST ASSIGNMENT: Description of business idea with selected legal form of business venture - description of business idea that is intended to be realized, the creation of an entrepreneurial idea-its particulars and benefits, the data/references of the author / authors, the chosen legal form of organization (Ltd. or crafts): company, headquarters and subject of business, share capital (for Ltd.), workflow of founding Ltd.) or							

	opening (craft).					
	5.	Market aspect of business venture implementation (Najev Čačija and Pepur)	6	9		
	Students create and submit their SECOND ASSIGNMENT: The market aspect of business venture performance - market environment research (business analysis, customer analysis and market segmentation, competition analysis, SWOT analysis), defining marketing strategies (target market, marketing mix, product policy, pricing policy, sales policy and promotional mix, marketing budget), sales projections.					
	6.	Technological, technical and location aspects of business venture implementation (Bilić)	2	3		
	7.	Financial analysis of the project (Krmeta)	2	3		
	8.	Financing sources and project efficiency evaluation (Bilic)	2	3		
	9.	Topic selected by students (Bilić)	2	3		
	Students prepare and submit their THIRD ASSIGNMENT: Technical and technological description of the project, required investment and expected business outcomes - choice of location, technology and capacity, required fixed resources, material inputs (procurement projections and projections of direct material costs), organizations, Employee Costs, Required Investments (Size, Structure), Projection of Funds Resources, Loan Repayment (Loan), Depreciation Calculation, Projection of Revenues and Expenses, Projection of Profit (Loss), Evaluation of Project Efficiency.					
		Total hours	22	33		
Format of instruction	☒ lectures ☐ seminars and workshops ☒ exercises ☐ on line in entirety ☐ partial e-learning ☐ field work		☒ independent assignments ☐ multimedia ☐ laboratory ☒ work with mentor ☒ team work X guest lecturers (other)			
Student responsibilities	Requirement for the successful completion of the course is 50% of class attendance. To achieve the signature, the student should participate in solving at least 4 (self-evaluation) online tasks. Access and solving tasks exclusively determine the right to win a signature, and do not contribute to the achieved success in the course.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	2,5	Research		Practical training	
	Experimental work		Report		Assignments	
	Essay		Seminar essay		Self-evaluation	1,5
	Tests		Oral exam		(Other)	
	Written exam		Project	6	(Other)	
Grading and evaluating student work in class and at	Each of the assignments (1-3) can be created individually or in a group size up to the maximum of 3 students. Assignment evaluation have the following weightings which form the total score: first assignment (20%), second assignment (50%) and third					

the final exam	assignment (30%). Each task is evaluated with a grade from (1) inadequate to (5) excellent. The final grade is formed as the average of previously earned grades. Positively assessed all 3 business tasks prove to be successful in mastering the educational process in Entrepreneurship Workshop 2 (reaching learning outcomes)		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	1.Grupa autora: Poduzetnička radionica - od poslovne ideje do izrade poslovnog plana , skripta, Ekonomski fakultet Split, Split, 2008.	10	YES/MOODLE
	Nastavni materijali s predavanja	unlimited	YES /MOODLE
	ENTREPRENEUR MAGAZINE https://www.entrepreneur.com/magazine	unlimited	YES /INTERNET
Optional literature (at the time of submission of study programme proposal)	1.Buble, M., Kružić, D.: Poduzetništvo, RRI plus, Zagreb, 2006. 2.Kuvačić, N., Poduzetnički projekt ili Kako sačiniti biznis-plan, Veleučilište u Splitu, Split, 2001. 3. Poslovni plan poduzetnika, Masmedia, Zagreb, 1999. 4. Bilic, I., Vidovic, G., & Prka, A. (2011): How does education influence entrepreneurship orientation? Case of Croatia, Management, Journal of Contemporary Management Issues, Vol. 16, No. 1 4. Bilić, I. Urednik (2016): Priručnik novih nastavnih sadržaja V- Voditelj/ica društvenog poduzeća, Pučko otvoreno učilište Velika Gorica – Publikacija projekta EDUVG		
Quality assurance methods that ensure the acquisition of exit competences	Registering students' attendance and success participation in carrying out of their self-evaluation duties (lecturer). Monitoring lectures and practice sessions (Vice Dean for Education). Students' Performance analysis in each course (Vice Dean for Education). Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre) Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.		
Other (as the proposer wishes to add)	The course is taught in Croatian and English. If it is possible exercise part of this course should be placed in info labs.		