

NAME OF THE COURSE	NEW VENTURE STRATEGIES																				
Code	EUB215	Year of study	3.																		
Course teacher	Marina Lovrinčević, PhD, Full professor Ljiljana Najev Čačija, PhD Associate professor	Credits (ECTS)	5																		
Associate teachers		Type of instruction (number of hours)	L	S	E	F															
			26		26																
Status of the course	Mandatory	Percentage of application of e-learning	30%																		
COURSE DESCRIPTION																					
Course objectives	Acquiring basic definitions, principles, concepts and models of new ventures.																				
Course enrolment requirements and entry competences required for the course	Entry requirements are defined by the Statute of the Faculty of Economics, business and tourism and Study Regulations.																				
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p><b>GENERAL OUTCOME:</b></p> <p>1. Ability to analyse critical elements of new venture creation and deciding about new venture realization.</p> <p><b>INDIVIDUAL OUTCOMES:</b></p> <p>1. To analyse new venture and make distinction between strategy and business.</p> <p>2. To analyse environment elements relevant for new venture, to identify sources of ideas for new venture creation, to identify methods for new venture generation and evaluation.</p> <p>3. To make distinction and decompose strategies of genuine innovativeness, new capabilities strategies, new product strategies, product improvement strategies, franchising, business strategies.</p> <p>4. To analyse in detail and critically evaluate methods and techniques of decision making and to apply adequate methods and techniques relevant for new venture creation.</p> <p>5. To identify and select options of organizing and financing new venture creation.</p>																				
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Course content broken down in detail by weekly class schedule (syllabus)	Sources of venture ideas	2	Student presentations – description and characteristics of new venture. Moodle discussion.	2	
	Methods of finding and shaping ideas for new venture creation	2	Student presentations – description and characteristics of new venture. Moodle discussion.	2	
	Evaluation of ideas for new venture creation	2	Marketing and organizational aspects of new venture.	2	
	Sequences in start-up Identification of entrepreneurial opportunities	2	Student presentations – marketing and organizational aspects of new venture. Moodle discussion.	2	
	Environment. Identification of threats and opportunities	2	Student presentations – marketing and organizational aspects of new venture. Moodle discussion.	2	
	Strategies of genuine innovativeness, new capabilities strategies, new products strategies.	2	Student presentations – marketing and organizational aspects of new venture. Moodle discussion.	2	
	Product improvement strategies, franchising.	2	SWOT analysis. Strategic orientation. Vision, mission and objectives.	2	
	Entrepreneurial decision making	2	Student presentations – strategic aspects of new venture. Moodle discussion.	2	
	Models and techniques of decision making. Factors that affect decision-making process	2	Student presentations – strategic aspects of new venture. Moodle discussion.	2	
	New venture start-up. Selection of products and commercialization	2	Student presentations – strategic aspects of new venture. Moodle discussion.	2	
	Organizational aspects of new venture start-up Financial aspects of new venture start-up. Managing successful start-up	2	Feedback and discussion.	2	
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input checked="" type="checkbox"/> self-evaluation quiz		
Student responsibilities	In order to get a signature, the student should attend classes (lectures and exercises) at least 50% and participate in solving 4 self-evaluation online quizzes (min. 50%). In addition to attending and solving self-evaluation quizzes, active participation through the development and presentation of three segments of the project task is also required.				
	Class attendance	1,5	Research	Practical training	1,3

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)	Experimental work		Report		Self-evaluation quiz	0,2
	Essay		Seminar essay		(Other)	
	Test /Colloquiums	3	Oral exam		(Other)	
	Written exam		Project	2	(Other)	
Grading and evaluating student work in class and at the final exam	3 assignments submission and presentation. Each of the assignments targets specific elements of launching a new venture and combined they make a detailed plan of launching a new venture. In addition, student is expected to actively participate in the discussions on student presentations.					
Required literature (available in the library and via other media)	<b>Title</b>				<b>Number of copies in the library</b>	<b>Availability via other media</b>
	Vesper, H. K.: <i>New Venture Strategies</i> , Revised edition, Prentice Hall, New Jersey, 1990.					
	Pride, M. W., Hughes, J. R., Kapoor, R. J.: <i>Business</i> , Second edition, Houghton Mifflin Company, Boston, 1988.					
	Barringer, B.: <i>Entrepreneurship: Successfully Launching New Ventures</i> , 2012.					
Optional literature (at the time of submission of study programme proposal)	Buble, Marin (redaktor): <i>Strateški management</i> , Ekonomski fakultet Split, «Sinergija» - Zagreb, Zagreb, 2005. Sikavica, P. et al.: <i>Poslovno odlučivanje</i> , II izmijenjeno i dopunjeno izdanje, Informator, Zagreb, 1999.					
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Screening students' class attendance and successfulness of carrying-out other obligations (teacher)</li> <li>• Monitoring of class execution (Vice-Dean for academic and student affairs)</li> <li>• Analysis of studying successfulness according to all program's courses (Vice-Dean for academic and student affairs)</li> <li>• Students survey on quality of teacher and classes for every course in the program (UNIST, Centre for quality improvement)</li> <li>• Through exam, which teacher carries-out, all courses' learning outcomes are evaluated.</li> <li>• Periodically the content of the exam is evaluated, according to which the appropriateness of the manner of evaluation of learning outcomes is being determined (Vice-Dean for academic and student affairs)</li> </ul>					
Other (as the proposer wishes to add)	Possibility of hosting up (maximum) two guest lecturers from professional practice, as well as for students to participate in a study trip or a visit to a startup or an nosiness support organization (BSO)					

