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| Course: | Entrepreneurial Economics |
| Course id: 2МRR1I12  |
| Number of ECTS: 6 |
| Teacher: | Professor Radovan V. Pejanović, PhD; Professor Zoran M. Njegovan, PhD; Assistant Professor Katarina M. Đurić, PhD |
| Assistant: | Mirela J. Tomaš Simin, MSc |
| Course status | Elective |
| Number of active teaching classes (weekly) |
| Lectures: 2 | Tutorials: 2 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1.Educational goalsIntroducing students to the notion of economics and entrepreneurial economics, the basics of entrepreneurial business, the theories of creativity, creative thinking, and creative and innovative practices in entrepreneurship. |
| 2.Educational outcomesUpon completion of the course, students will be familiar with the basics of entrepreneurship and management, financing models of entrepreneurial business, creating and designing their own business ideas and individual creation of a business plan.  |
| 3.Course content*Theoretical instruction:* Definition of factors determining innovative entrepreneurship (theoretical origins of entrepreneurial economcs, defining the concepts of business economics, business and financial analysis of enterprises (entities);Explanation of the concepts related to the creation of creative (innovative) atmosphere (the basic theory of creativity, innovation and creativity - innovative entrepreneurship); models of entrepreneurial activity, entrepreneurial orientation, theories of creativity, theories of personality orientation, the theory of creative spirituality orientation; the process of developing creative thinking; characteristics of the creative individual and creative organizations, distinctive features of creative people, creative and innovative methods of entrepreneurship; typology and sources of innovations, innovation diffusion, issues of innovative research and development of new products, management of business ideas, analysis of new product ideas, evaluating ideas);Purposeful entrepreneurial innovation (sources of innovation) within the organization; discrepancy between the reality and what might be and what should be; Entrepreneurial accounting.*Practical Instruction:*Every unit is delivered by means of theoretical and instructive presentations. Students’ active participation is envisioned via problem solving and follow-up discussions.Practical tutorials are carried out in several groups and include the following activities:* Lesson revision
* Presentation of seminar papers and simulations.
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| 4.Teaching methodsTheoretical and practical instructions will be conducted in the lecture hall, using slides and presentations via an LCD projector.  |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Lecture attendance | Yes/No | **5** | Written exam (1) | Yes/No |  |
| Tutorial attendance | Yes/No | **5** | Oral exam | Yes/No | **50** |
| Seminar paper | Yes/No | **10** |  |  |  |
| Tests | Yes/No | **30** |  |  |  |
| Other | Yes/No | - |  |  |  |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
| 1. | Druker, P. | Inovacije i preduzetništvo | „Privredni pregled“, Beograd | 1995 |
| 2. | Adižes, I. | Upravljanje promenama | „Prometej“, Novi Sad; | 1994 |
| 3. | Adižes, I. | Životni ciklus preduzeća | „NIP Politika“, Beograd; | 1993 |
| 4. | Kvaščev, R. | Psihologija stvaralaštva | „Zavod za udžbenike i nastavna sredstva“, Beograd; | 1981 |
| 5. | Pejanović, R., NJegovan, Z. | Preduzetnička (agro)ekonomija | Poljoprivredni fakultet, Novi Sad. | 2009 |
| 6. | Stanković, F., Vukmirović, N. | Preduzetništvo-nove metode i tehnike | „Matica srpska“, Novi Sad; | 1995 |
| 7. | Veber, M. | Protestantska etika i duh kapitalizma | „Masleša – Svjetlost“, Sarajevo; | 1989 |
| 8. | Galogaža, M. | Preduzetništvo | „Marketing Management Collage“, Novi Sad | 2005 |
| 9. | Kolontaj, M.M. | Inovacionij menadžment | BGEU, Moskva | 1997 |
| 10. | Kotler Filip | Kako kreirati, ovladati i dominirati tržištem | „Adizes“, Novi Sad | 2003 |
| 11. | Grupa autora | Preduzetničko računovodstvo | „TEB“, Zagreb | 1996 |
| 12. | Gejts Bil | Poslovanje brzinom misli | „Prometej“, Novi Sad | 2001 |