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| Znak univerziteta | UNIVERSITY OF NOVI SADFACULTY OF AGRICULTURE 21000 NOVI SAD, TRG DOSITEJA OBRADOVIĆA 8 | Znak fakulteta2 |
| Study Programme AccreditationUNDERGRADUATE ACADEMIC STUDIES  AGRICULTURAL TOURISM AND RURAL DEVELOPMENT  |
| Table 5.2 Course specification |

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| Course: | Entrepreneurial Management in Agricultural Tourism |
| Course id: 7ОАТ4О19  |
| Number of ECTS: 6 |
| Teacher: | Dušan B. Milić |
| Assistant: | Mirjana Lukač Ž. Bulatović |
| Course status | Mandatory |
| Number of active teaching classes (weekly) |
| Lectures: 4 | Tutorials: 2 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1.Educational goalsMastering the basic knowledge and required skills of the entrepreneurship in agricultural tourism and rural development, different strategic orientations or aspects of company’s development and growth, as well as the entrepreneurial process in agritourism.  |
| 2.Educational outcomesComprehending the essence of entrepreneurship as operations and desires for constant innovations, investments and production factor combination with potentials for profit, considering all the business risks in the agritourism and rural development of the Republic of Serbia.  |
| 3.Course content*Theoretical instruction:* Small and medium-sized enterprises (2). 2. The concept, importance and function of management (4). 3. Entrepreneurship and entrepreneurs: defining the concepts of entrepreneurship and entrepreneurs, the development of entrepreneurial theory, the historical dimension of the essence of entrepreneurship and entrepreneurs, the features of entrepreneurship and entrepreneurs, the models of entrepreneurial activities, the entrepreneurial process, the schools of innovative entrepreneurship, the entrepreneurial milieu (structure), the entrepreneurial and managerial behaviour of women (16). 4. Entrepreneurial environment (2). 5. Entrepreneurial strategies (2). 6. Business plan (6). 7. Social responsibility (2). 8. Basic indicators of the entrepreneurial decision-making in starting a business (6). 9. Entrepreneurial financing (4). 10. Potential production programmes in agribusiness (6). 11. Agritourism management – Wine routes as a constituent of wine tourism (6). 12. Quality management – Determining the quality of food and agricultural products. Service quality and customer protection in tourism (4). *Practical Instruction:* Introducing candidates to the basics of making and grading production programmes in agritourism.  |
| 4.Teaching methodsOral lectures, consultations, PTT presentations. |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Seminar paper (1) | Yes/No | **10** | Written exam (1) | Yes/No | **30** |
| Case study (1) | Yes/No | **10** | Oral exam | Yes/No | **30** |
| Business plan analysis (1) | Yes/No | **20** |  |  |  |
| Work practice | Yes/No | **-** |  |  |  |
| Other | Yes/No | - |  |  |  |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
| 1. | Sredojević Zorica, Milić Dušan, Dimitrijević Bojan | THE IMPACT OF QUALITY COSTS ON BUSINESS STRATEGY OF AGRICULTURAL ENTERPRISES, Monography | Faculty of Agricultural Sciences and Food, Skopje. (p.258-271) | 2010 |
| 2. |  Bobera D. | Preduzetništvo | Ekonomski fakultet, Subotica | 2010 |
| 3. | Pejanović R., Njegovan Z. | Preduzetništvo i Agro(ekonomija) | Poljoprivredni fakultet, Novi Sad | 2009 |
| 4. | Pokrajac S.,Tomić Dragica | Preduzetništvo | Alfa-graf NS, Novi Sad | 2008 |
| 5. | Milanović R. | Mali biznis i preduzetništvo u poljoprivredi I selu | Institut za ekonomiku poljoprivrede, Beograd | 2006 |