

<b>Study program: Modern Business Management</b>			
<b>Subject name: Entrepreneurship Economy</b>			
<b>Lecturer:</b> Goran Đoković, Ph.D. ( <a href="mailto:goran.djokovic@mbs.edu.rs">goran.djokovic@mbs.edu.rs</a> )			
<b>Subject status:</b> Selective			
<b>ECTS:</b> 8			
<b>Prerequisites:</b> -			
<b>Subject objectives</b> It is to introduce students to enterprise and its economic aspects through principles of enterprise economy, innovations, desired qualities of the innovators and the economist, creation and development of enterprise undertaking and business planning.			
<b>Subject outcomes</b> Students will be enabled to acquire basic knowledge about the concepts, principles, and strategies in enterprise economy. They will be capable to find optimal solutions in modern enterprise using key knowledge in enterprise economy as the science about the methods and techniques for making enterprise decisions. Additionally, by way of the acquired theoretical and practical knowledge, students will be able to plan, create and develop enterprise innovations.			
<b>Subject description</b> <b>Assignments:</b> <i>Theoretical:</i> Concept, definition, the development of enterprise, characteristics of modern enterprise, classical theoretical idea on enterprise, new theoretical views on enterprise. Business planning and the creation of planned documents. Enterprise management. Enterprise competition. The creation and recognition of enterprise values. General conditions of enterprise development. Development, management and functioning of enterprise endeavors. The creation of small, middle and large companies. The strategy of enterprise. Enterprise spirit, ethics and culture. Structural changes of large and the trends in small and middle companies. Enterprise incubators. Technological parks. Finance of enterprise innovations, funds, investor angels. Calibration and the measure of enterprise endeavors. Intellectual property. Strategies of effectiveness and problematic enterprise endeavors. <i>Practical:</i> Case studies, tasks solution, discussions			
<b>Materials</b> Required: Авлијаш, Р. и Авлијаш Г. (2013) Предузетништво, Београд: Универзитет Сингидунум. Leach, J. C. и Melicher, W. R. (2012) Entrepreneurial Finance, Мејсон: South-Western, Cengage Learning			
<b>Total number</b>		<b>Courses: 3x15=45</b>	<b>Practice: 2x15=30</b>
<b>Teaching methods:</b> Lectures are auditoria supported by modern teaching tools and active student participation. Work includes: task exercises based on the lectures. Student examinations.			
<b>Grade (maximum number of points 100)</b>			
<b>Pre-exam assignments</b>	points	<b>Final exam</b>	points
course activity	5	written exam	-
practice	5	oral exam	30
test	20	.....	
essay	40		