Detailed course unit executive plan and programme

Course unit code	73709, BE217					
Course unit title	**International Entrepreneurship**					
GENERAL INFORMATION						
Study programme	Master				Year	2
Director of the course and assistant	Violeta Šugar, PhD, Associate Professor http://fet.unipu.hr/index.php?id=686 Roberta Kontošić Pamić, Phd, Assistant http://fet.unipu.hr/index.php?id=1255					
Course status[1]		Mandatory	X	Elective		

Credits allocated and type of lectures

	Winter semester	Summer semester
ECTS students workload		6
Number of hours per semester		30L+30S

Course objectives, teaching and learning methods and learning outcomes

Course objectives:
To enable students for understanding the international business environment, knowledge application in the field of international entrepreneurship, SME management and international business planning

Learning outcomes:
1. To understand international business methods, culture and practice.
2. To apply basic elements of starting international business venture and creating business plan according the best EU practice.
3. To improve the ability of working in group environment, to increase skills in business research and case study analysis.
4. To analyse international business cases.

Requirements, correspondence and correlativity

English language proficiency
Entrepreneurship - Introduction

Course content (list of topics)

1. Entrepreneurship in theory and practice; Entrepreneurs and small-business owners
2. Entrepreneurial skills, psychology and types of entrepreneurs
3. Entrepreneurial challenges and motivation
4. Forms of entrepreneurship: intrapreneurship, SME, family, social,
5. ecopreneurship; New technologies, innovations and high tech entrepreneurship
6. Current international business and cultural environment
7. Generating business ideas; From idea to market; international market and competition analysis
8. Business planning in international entrepreneurship
9. How to create a business plan
10. Entrepreneurship, quality and competitiveness
11. International business cases analysis and debate, Global Business Practicum

Modes of instruction and acquiring knowledge (mark in **bold**)

Lectures	**Seminars and workshops**	Exercises	**Individual tasks**	**Multimedia and internet**
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

Student requirements

[1] Mark with „X“

1. Class attendance and activity (lectures, seminars)
2. Project, research (business plan) and presentation
3. Oral exam

Assessment and evaluation of students (mark in **bold**)

Attendance	**Class participation**	Seminar paper	Experimental work
Written exam	**Oral exam**	Essay	**Research**
Project	**Continuous assessment**	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Attendance and activity – *ad hoc* tasks	45	1 - 3	1,2	20%
Project, research and presentation	61,5	1 – 3	2,4	40 %
Oral exam	61,5	1 – 3	2,4	40%
Total	168		6	100 %

Bibliography

Mandatory bibliography

1. lectures and other materials on e-learning
2. Hisrich, R. D. (2016), ***International Entrepreneurship: Starting, Developing and Managing a Global Venture***, SAGE Publications
3. Parboteeah, K.P., Cullen, J. B. (2018), **International Business; Perspectives from Developed and Emerging Markets**, Routledge

Additional bibliography

1. Barringer, B. R., Ireland, D. R. (2010), *Entrepreneurship; Successfully Launching New Ventures*, 3rd edition, Pearson
2. Lambing, P. A., Kuehl, C. R. (2007), *Entrepreneurship*, 4th edition, Pearson; Prentice Hall
3. Timmons, J., Spinelli, S. (2006), *New Venture Creation: Entrepreneurship for the 21st Century*, McGraw-Hill/Irwin, 7th edition (pp)
4. Westhead, P., Wright, M., McElwee, G. (2011), *Entrepreneurship; Perspectives and Cases*, FT Prentice Hall; Pearson
5. Innovation: Management, Policy & Practice, http://www.innovation-enterprise.com/
6. The Economist, http://www.economist.com/
7. The New SME Definition; User Guide and Model Declaration (2005), Enterprise and Industry Publication, European Commission, http://ec.europa.eu/enterprise/policies/sme/files/sme_definition/sme_user_guide_en.pdf
8. The New Economy, http://www.theneweconomy.com/
9. U.S. Small Business Administration, http://www.sba.gov/
10. Your Europe, Practical guide to doing business in Europe, http://ec.europa.eu/youreurope/business/index_en.htm

Additional information on the course