

<b>Course title: Innovations and Entrepreneurship</b>
Course code: 24042
ECTS credits: 5
Requirements: None
<b>Basic information</b>
Level of studies: Undergraduate applied studies
Year of study: 3
Trimester: 9
Goal: To enable students to solve problems related to the innovation and entrepreneurship as both practical and scientific disciplines.
Outcome: By analyzing real-life cases in economy, students will be able to recognize the importance of the phenomenon of entrepreneurship and its growing influence on social history. By synthesizing innovation and entrepreneurship it will be possible to set purposeful tasks in regular business activities and modern tasks economic managers.
<b>Contents of the course</b>
Theoretical instruction
1. Introduction: Entrepreneurial Economics, Practice of Innovation
2. Systemic entrepreneurship, Purposeful innovations,
3. Sources of innovative opportunities, Principles of innovation, Entrepreneurship practice, Entrepreneurial, management, Entrepreneurial affairs,
4. Entrepreneurship in service activities, New jobs and companies,
5. Entrepreneurial strategies, Classification of entrepreneurial strategies,
6. Description of individual entrepreneurial strategies, Internet strategies, Entrepreneurial society,
7. Social innovations, The place and role of the Internet,
8. An individual in an entrepreneurial society,
9. Concluding remarks
10. Defense of seminar papers
Practical instruction (Problem solving sessions/Lab work/Practical training)
1. Analysis of innovative companies on concrete examples,
2. Indication of common indicators.

3. Presentation of the Graphic Plan for the realization of possible innovations in the company.
4. Analysis of the organization of innovative parts in companies.
5. Analysis of personal characteristics and characteristics of employees related to innovative behavior.
6. Financial analysis of innovative results and cost mix.
7. Analysis of success factors of innovative organizations on the example of specific companies
8. Defining sources for seminar papers
9. Preparation of seminar papers
10. Defense of seminar papers
<b>Textbooks and References</b>
1. Peter F. Drucker, Inovacije i preduzetništvo-praksa i principi, Grmeč, Belgrade, 1996.
2. George Gilder, The Spirit of Enterprise, Simon & Schuster, New York, 1984.
3. Karl H. Vesper, New Venture Strategy, Prentice Hall, London, 1980.
4. Jeremy Rifkin, The zero marginal cost society: the internet of things, the collaborative commons, and the eclipse of capitalism, Palgrave Macmillan, New York, 2014
5. Maja Jakšić Levi, Upravljanje tehnološkim inovacijama, FON, Belgrade 2012
<b>Number of active classes (weekly)</b>
Lectures: 3
Practical classes: 2
Other types of classes: 0
<b>Grading (maximum number of points: 100)</b>
<b>Pre-exam obligations: Points</b>
Activities during lectures: 10
Activities on practical excersises: 0
Seminary work: 40
Colloquium: 0
<b>Final exam: Points</b>
Written exam: 50
Oral exam: 0
<b>Lecturer</b>
Vladeta Petrović, PhD
<b>Associate</b>

