

Course title: Entrepreneurship Planning
Course code: 24039
ECTS credits: 6
Requirements: None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 3
Trimester: 8
Goal: Providing understanding of the basic concepts, practices of entrepreneurship and purpose of the business plan
Outcome: Students should be able to understand the concept and importance of formulating a business idea; define the concept and principles of a business plan; understand the steps of making a business plan; present and publicly defend the developed business plan.
Contents of the course
Theoretical instruction
1. Introductory lecture (organization and course contents). Basic concepts of entrepreneurship, principles and rules of entrepreneurship.
2. Significance of an idea for the entrepreneurial process. The process of transforming an idea into a business.
3. Formal parts of the business plan and development methodology.
4. The operational plan: technical and technological analysis, analysis of organizational and personnel aspects.
5. The operational plan: location analysis, analysis and protection environment and safety at the work.
6. The marketing plan: sales plan.
7. The marketing plan: procurement plan.
8. Financial plan of the business idea.
9. Method of presenting the bussines idea.
Practical instruction (Problem solving sessions/Lab work/Practical training)
1. Elaboration of business ideas, mission, vision, business goals.
2. Compilation of the marketing plan, the operational plan and the financial plan.
3. Development a complete business plan.
Textbooks and References
1. B. Paunović, D. Zipovski, Poslovni plan - vodič za izradu, Ekonomski fakultet, Beograd, 2016.

1. B. Paunović, Preduzetništvo i upravljanje malim preduzećima, Ekonomski fakultet, Beograd, 2017.
2. D.Lajović, grupa autora, „Uvod u biznis“, Ekonomski fakultet Podgorica, 2010.
3. N. Penezić, Preduzetništvo – savremeni pristup, Fabus, Sr. Kamenica,2009
Number of active classes (weekly)
Lectures: 4
Practical classes: 2
Other types of classes:
Grading (maximum number of points: 100)
Pre-exam obligations: Points
Activities during lectures: -
Activities on practical exercises: 20
Seminary work: 25
Colloquium: 25
Final exam: Points
Written exam: 30
Oral exam: 0
Lecturer:
Slavica Radosavljević, PhD
Associate:
Jelena Milutinović