

Interreg - IPA CBC Bulgaria - Serbia



Международно Висше Бизнес Училище
International Business School



ВИСОКА ШКОЛА
примењених струковних студија
Врање

Project № CB007.1.21.159



To BOND entrepreneurial learning with primary and secondary schools and universities with the aim of curricula enhancement and entrepreneurial competences improvement for the purpose of facilitating employment of young people

DRAFT MODEL OF NEW CURRICULA HIGH SCHOOL

School:	
Course title:	Course title: ENTREPRENEURSHIP
Professor:	
Objective: Adopt basic knowledge about paradigms, methods, techniques, significance and roles of entrepreneurs in contemporary economic development and mastering basic knowledge in starting and running their own business.	
Outcome: After the course, the students will be able to stand up for their own business opportunities, their market valuation, their own entrepreneurial abilities, their understanding of entrepreneurial strategies, as well as the modeling of the business plan, thus achieving preconditions for successful launching of their own entrepreneurial venture and its management in the conditions of the market structure.	
Contents of the course: <i>Theory teaching</i>	
<ul style="list-style-type: none"> • Market economy. • Market mechanism. • Market equilibrium. • Planning revenue. • Cost planning. • Production costs and costs. 	



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- Statement of income and expenses.
- Business environment - the essence.
- Economic information. SWOT and PESTE analysis.
- Developing the concept of starting your own business
- Business plan. Evaluation of business plan.
- Sources of financing and investment.
- Innovative potential. Creative thinking. Company development.
- The role of stakeholders in the success of entrepreneurial activity.

Practical teaching

Exercises on practical examples of creating a virtual enterprise business plan based on innovative technologies.

References:

- Prof Miloš Milovančević, PhD "Entrepreneurship in Engineering Management", ISBN 978-86-919717-3-1, 2017
- Peter Drucker Entrepreneurship, Innovation - Practice and Principles of PS "Grmeč", Belgrade 1996
- Isak Adizes Managing Change Adizes, Novi Sad 2005

Number of active classes: 4			Other classes:
Lectures 2	Exercises 2	Other forms of active teaching 0	

Methods of teaching:

Teaching is carried out through lectures and auditory exercises. The lectures are based on the theoretical bases and principles of marketing, lectures are additionally accompanied by characteristic case studies. The auditory exercises further elaborate the theoretical settings defined in lectures through practical examples in interaction with students.

Knowledge evaluation:

pre-exam obligations	points	Final exam	поена
activity during lectures	10	Oral exam	50
practical teaching	10		
homework	30		

Student obligations: