

Faculty of Economics / ECONOMICS / BUSINESS

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| Course: | BUSINESS | | | |
| Course ID | Course status | Semester | ECTS credits | Lessons (Lessons+Exercises+Laboratory) |
| 8 | Mandatory | 2 | 5 | 2+2+0 |
| Programs | ECONOMICS | | | |
| Prerequisites | There are no prerequisites | | | |
| Aims | The course aims to provide students understand the business as a way of thinking and behavior. The main objective of this course is to enable students to understand the importance and role of business and entrepreneurship in today's business environment, as well as mastering the basic skills and key skills to start and successfully run their own business. The intention is to enable students to self-assessment of business opportunities, their market valorisation, assessment of their own entrepreneurship (business) skills, as well as the modeling of the business plan, which will create the preconditions for a successful entrepreneurial management, not only within small entrepreneurial ventures, but also the conditions concrete economic realities of large organizations. | | | |
| Learning outcomes | After passing this exam, students will be able to: □ Describe the basic categories of business and entrepreneurship ventures; □ Explain the business through the ability of spotting opportunities and identify key tasks of business owners (entrepreneurs); □ Talk about the nature of business opportunities, sources of business ideas, methods for spotting opportunities and of making business decisions; □ Explain the innovation as business determinant, describe the process of the innovation and point out types of innovation; □ Analyze resources as a business determinant and describe the business (entrepreneurial) infrastructure; □ Develop a business plan model (the form and content of a concrete idea or company); □ Classify general and specific models of financing a business as well as possible variants in the creation of business through the international and national practices; | | | |
| Lecturer / Teaching assistant | Boban Melović, PhD | | | |
| Methodology | Explication of theoretical postulates, case studies (foreign and domestic), essays, debates, practical workshops (business plan, etc.), discussions in class, etc.. | | | |
| Plan and program of work | | | | |
| Preparing week | Preparation and registration of the semester | | | |
| I week lectures | Introduction to business - the basic categories and conceptual definition of business and entrepreneurial ventures; Historical development of entrepreneurship (business) - classical and contemporary theories; | | | |
| I week exercises | Introduction to business - the basic categories and conceptual definition of business and entrepreneurial ventures; Historical development of entrepreneurship (business) - classical and contemporary theories; | | | |
| II week lectures | Nature of business (entrepreneurship); The ability to identify business opportunities; Operations (tasks) of business owners; Business management; Entrepreneurial management and business stakeholders; | | | |
| II week exercises | Nature of business (entrepreneurship); The ability to identify business opportunities; Operations (tasks) of business owners; Business management; Entrepreneurial management and business stakeholders; | | | |
| III week lectures | Classification (types) of business owners (entrepreneurs); Entrepreneurship vs small business; Properties and characteristics of business owners (entrepreneurs); The objectives of the business; Business (entrepreneurial) skills; The influence of cultural factors on business; Business network; Conflicts in business; | | | |
| III week exercises | Classification (types) of business owners (entrepreneurs); Entrepreneurship vs small business; Properties and characteristics of business owners (entrepreneurs); The objectives of the business; Business (entrepreneurial) skills; The influence of cultural factors on business; Business network; Conflicts in business; | | | |
| IV week lectures | Business (entrepreneurial) process; Business ideas vs business opportunity; Factors entrepreneurial (business) processes; | | | |
| IV week exercises | Business (entrepreneurial) process; Business ideas vs business opportunity; Factors entrepreneurial (business) processes; | | | |
| V week lectures | Traditional career vs business (entrepreneurial) career; The process of initiating a business | | | |
| V week exercises | Traditional career vs business (entrepreneurial) career; The process of initiating a business | | | |
| VI week lectures | Business opportunity - nature of business opportunities; Innovation as a determinant of business; | | | |

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| | Sources of business ideas; Methods and techniques for detecting and analyzing business opportunities; Entrepreneurial (business) risk; Business decisions; The process of innovation; Types of innovation in business; |
| VI week exercises | Business opportunity – nature of business opportunities; Innovation as a determinant of business; Sources of business ideas; Methods and techniques for detecting and analyzing business opportunities; Entrepreneurial (business) risk; Business decisions; The process of innovation; Types of innovation in business; |
| VII week lectures | Midterm exam |
| VII week exercises | Midterm exam |
| VIII week lectures | Resources as a determinant of business; Business (Entrepreneurship) infrastructure; |
| VIII week exercises | Resources as a determinant of business; Business (Entrepreneurship) infrastructure; |
| IX week lectures | Organization of business activities; Changes as a determinant of business; Control of resources in business; Contemporary forms of business organization; The life cycle of a business; Business and market - the relationship and hierarchy; |
| IX week exercises | Organization of business activities; Changes as a determinant of business; Control of resources in business; Contemporary forms of business organization; The life cycle of a business; Business and market - the relationship and hierarchy; |
| X week lectures | Business crisis - causes, consequences and possible solutions (solutions); Types of business crises; |
| X week exercises | Business crisis - causes, consequences and possible solutions (solutions); Types of business crises; |
| XI week lectures | Success factors for new business; Measuring success in business; Communicating in business; Motivation (reward system) in business; Business and Social Responsibility - business results and business ethics. Control of business activities; |
| XI week exercises | Success factors for new business; Measuring success in business; Communicating in business; Motivation (reward system) in business; Business and Social Responsibility - business results and business ethics. Control of business activities; |
| XII week lectures | A business plan; Creating a business plan - the form and content of the business plan; Enable students to independently develop business plans, preparing for competitions etc. |
| XII week exercises | A business plan; Creating a business plan - the form and content of the business plan; Enable students to independently develop business plans, preparing for competitions etc. |
| XIII week lectures | Initiating a new business; The choice of form of business ownership; Legal aspects of business management; Positioning of business on the market; |
| XIII week exercises | Initiating a new business; The choice of form of business ownership; Legal aspects of business management; Positioning of business on the market; |
| XIV week lectures | Financing business; Models of financing business (business enterprise); Support business development and entrepreneurship - international and national practices; Specific models of business development - Scientific and technological parks, business incubators and clusters; Social entrepreneurship and business; Womens entrepreneurship and business; Electronic business; |
| XIV week exercises | Financing business; Models of financing business (business enterprise); Support business development and entrepreneurship - international and national practices; Specific models of business development - Scientific and technological parks, business incubators and clusters; Social entrepreneurship and business; Womens entrepreneurship and business; Electronic business; |
| XV week lectures | Possible variations in the design of business; Buying an existing business; Starting a new business; Franchising as a model for developing business; Mergers and acquisitions as a model of growth management business; Going out of business - leaving businesses; Businesses and new economic paradigm - business, globalization and modern trends; Test; |
| XV week exercises | Possible variations in the design of business; Buying an existing business; Starting a new business; Franchising as a model for developing business; Mergers and acquisitions as a model of growth management business; Going out of business - leaving businesses; Businesses and new economic paradigm - business, globalization and modern trends; Test; |
| Student workload | 5 credits x 40/30 = 6,66 hours Structure: 2 hours of lectures 2 hours of exercise 2.6 hours of independent work, including consultations |
| Per week | Per semester |
| 5 credits x 40/30=6 hours and 40 minuts 2 sat(a) theoretical classes 0 sat(a) practical classes 2 excercises 2 hour(s) i 40 minuts of independent work, including consultations | Classes and final exam: 6 hour(s) i 40 minuts x 16 =106 hour(s) i 40 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 6 hour(s) i 40 minuts x 2 =13 hour(s) i 20 minuts Total workload for the subject: |

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| | | 5 x 30=150 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 30 hour(s) i 0 minuts Workload structure: 106 hour(s) i 40 minuts (courses), 13 hour(s) i 20 minuts (preparation), 30 hour(s) i 0 minuts (additional work) | | | | |
| Student obligations | | Students are required to attend classes regularly and take the planned tests, essays, seminars and practical works. | | | | |
| Consultations | | After hours of lectures and during official terms for consultations published on the website of the Faculty. | | | | |
| Literature | | Boban Melović PhD, Business and Entrepreneurship, Faculty of Economics, Podgorica, 2015, chrestomathy - selection of leading textbooks of business and entrepreneurship; Further reading: Dragan Lajović PhD and associates, Introduction to Business, Faculty of Economics, Podgorica, 2012, chrestomathy Blagoje Paunovic, Entrepreneurship and Small Business Management, Faculty of Economics, Belgrade, 2012 Entrepreneurship training programs - London Business School Programs GEM - Global Entrepreneurship Monitor | | | | |
| Examination methods | | Assessment structures formed on the basis of the following elements: Two colloquiums with 25 points. Essay / Activity - 10 points; Business Plan - 10 points. The final exam - 30 points. | | | | |
| Special remarks | | - | | | | |
| Comment | | - | | | | |
| Grade: | F | E | D | C | B | A |
| Number of points | less than 50 points | greater than or equal to 50 points and less than 60 points | greater than or equal to 60 points and less than 70 points | greater than or equal to 70 points and less than 80 points | greater than or equal to 80 points and less than 90 points | greater than or equal to 90 points |