

### DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	Basics of Entrepreneurial Economics				
<b>Head of course</b>	PhD Nataša Zrilić, Tenured College Professor				
<b>Study programme</b>	Professional undergraduate study Entrepreneurship				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	1.	<b>Semester</b>	I	<b>ECTS credits</b>	6
<b>Teaching plan (L + E + S+ Pr)</b>	2+0+2+0				
<b>Goals of a course</b>					
Become familiar with basic economic terms, market, competitive and social factors, trends and laws. Understand the effect of prices, wages, supply and demand at micro and macro-economic level. Gain insight into the process of achieving economic results, types of costs and internal and external preconditions for successful management of a business enterprise.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one. Outcome 3: Identify and evaluate key performance indicators of companies for management and decision making. Outcome 4: Identify and value entrepreneurial opportunities. Outcome 5: Design and substantiate an entrepreneurial idea through a business plan. Outcome 13: Identify different business risks and their impact on the business process.					
<b>Expected learning outcomes on a level of a course</b>					
<ol style="list-style-type: none"> <li>1. Identify the role of the market and society, and key changes and trends</li> <li>2. Analyse supply and demand relationships and consumer behaviour in different market concentration conditions</li> <li>3. Distinguish key cost groups and the roles of entrepreneurs and managers in a company</li> <li>4. Identify consumption, savings and investment relations, and identify key aggregate supply and demand relationships in domestic and international trade</li> <li>5. Analyse the causes of economic crises and price fluctuations</li> </ol>					
<b>Content of a course</b>					
<p>Introduction to entrepreneurial economics. Basic elements of supply and demand. Supply and demand on individual markets. Consumer demand and behaviour. Production and work organization. Cost analysis. Supply and price-fixing on markets of perfect competition. Marginal revenue and monopoly. Oligopoly and monopolistic competition. Revenue and price-fixing of productive agents. Wages and labour market. Consumption and investments. Basics of aggregate supply and demand. Multiplier model. Money and commercial banking. Economic cycles and unemployment. Cost of inflation. Inflation and employment. Fiscal policy, deficit and national debt.</p> <p>Students individually and guided by a mentor present topics: business environment changes under the influence of scientific and technological revolution; competition factors on world market; market globalisation and company status; flexibility and adaptability of small and middle-sized companies in the EU.</p>					
<b>Teaching modes</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
<b>Comments</b>	/				

### Students' obligations

The condition for taking exam is making (individually or in team) and individually orally present seminar paper prepared in form defined by teachers but upon freely chosen activities, products or services (previously approved by teacher).

### Grading, evaluation and monitoring of students' work continuously during lectures and exams

Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students

#### Continuous check for full-time and part-time students (during lectures in period October 2019-January 2020)

Outcomes	Pre-exam 1	Pre-exam 2	Seminar work	Grade exercises	Lecture assignments	Threshold	Max
Outcome 1	6,5 %		2 %		1 %	4,75 %	9,5 %
Outcome 2	6,5 %		6 %	3 %	3 %	9,25 %	18,5 %
Outcome 3	19,5 %		5 %	3 %	2 %	14,75 %	29,5 %
Outcome 4		19,5 %	2 %	2 %	2 %	12,75 %	25,5 %
Outcome 5		13 %	2 %	1 %	1 %	8,5 %	17 %
Percentage of ECTS	1,95	1,95	1	0,55	0,55		6
Total	32,5 %	32,5 %	17 %	9 %	9 %	50 %	100 %

A student has **passed the exam** if he has gained for **each learning outcome** a percentage higher or equal to **threshold**, that is  $\geq 50 \%$ .

#### Continuous check for full-time and part-time students (during lectures in period October 2019-January 2020)

Outcomes	Pre-exam 1	Pre-exam 2	Seminar work	Grade exercises	Threshold	Max
Outcome 1	7 %	/	2,5 %	/	4,75 %	9,5 %
Outcome 2	7 %	/	7 %	4,5 %	9,25 %	18,5 %
Outcome 3	21 %	/	6 %	2,5 %	14,75 %	29,5 %
Outcome 4	/	21 %	2 %	2,5 %	12,75 %	25,5 %
Outcome 5	/	14 %	2 %	1 %	8,5 %	17 %
Percentage of ECTS	2,1	2,1	1,2	0,6		6
Total	35 %	35 %	19,5 %	10,5 %	50 %	100 %

**The overall exam** is being organised in three exam terms, two in February of 2020, while the third is being held in September 2020:

- A student who, **during a continuous check, did not gain at least 50% of all five learning outcomes (or minimally three outcome)**, can take these unpassed outcomes during the overall exam.
- **Precondition for taking the overall exam** is a successful completion of seminar work which includes an oral part of knowledge examination **within predefined terms**.
- During the overall exam, students can test **all unpassed outcomes at the same time**. A student who didn't pass individual outcomes, i.e. didn't achieve a minimum of 50% during a continuous check, should test all unpassed outcomes **from the beginning** on the overall exam (**from 0%**).
- **All outcomes (including the starting ones, beginning from 0%)** can, during the overall exam, **take only those students**, who couldn't attend **continuous check** during the semester out of **valid reasons** (i.e. sick leave).

The overall exam has identical maximum values for individual learning outcome as in continuous check (for full-time and part-time students):

OUTCOMES	Written exam	Oral exam	Threshold	Max
OUTCOME 1	8,5 %	1 %	4,75 %	9,5 %
OUTCOME 2	17 %	1,5 %	9,25 %	18,5 %
OUTCOME 3	28,5 %	1 %	14,75 %	29,5 %
OUTCOME 4	25 %	0,5 %	12,75 %	25,5 %
OUTCOME 5	16,5 %	0,5 %	8,5 %	17 %
Percentage in ECTS	5,73	0,27 %		6
Total	95,5 %	4,5 %	50 %	100 %

A student has passed a course if he has for each learning outcome achieved percentage equal to or higher than threshold, i.e.  $\geq 50\%$ .

If a student has passed all learning outcomes of a course, the accomplished points (percentages) of all passed learning outcomes are being summed up, while the final grade is formed upon the following table:

Range of points (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

#### Obligatory literature

1. Samuelson, P. A. & Nordhaus, W. D.: EKONOMIJA, 19. izdanje, Mate, Zagreb, 2011. ili 18. izdanje, Mate, Zagreb, 2007. ili 15. izdanje, Mate, Zagreb, 2000.
2. Materials from the lecture courses (published weekly on the E-learning platform <https://moodle.srce.hr/2019-2020/>)

#### Additional literature

1. Baletić, Z.: EKONOMSKI LEKSIKON, Leksikografski zavod „Miroslav Krleža“ i Masmedija, Zagreb, 2011.
2. Polovina, S. & Medić, Đ.: OSNOVE EKONOMIJE, 2. izmj. i dop. izd., Medinek, Zagreb, 2002.

