

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: PODJETNIŠTVO
Course Title: ENTREPRENEURSHIP

Študijski program in stopnja Study Programme and Level	Študijska smer Study Field	Letnik Academic Year	Semester Semester
MAG Kemija, 2. stopnja	/	2.	4.
USP Chemistry, 2 nd Cycle	/	2 nd	4 th

Vrsta predmeta / Course Type: izbirni splošni / Elective General

Univerzitetna koda predmeta / University Course Code: SI102

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Work	Druge oblike študija	Samost. delo Individual Work	ECTS
30	/	45 SV	/	/	75	5

Nosilec predmeta / Lecturer: prof. dr. Mateja Drnovšek / Dr. Mateja Drnovšek, Full Professor

Jeziki / Languages:

Predavanja / Lectures: slovenski / Slovenian

Vaje / Tutorial: slovenski / Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Študent oz. kandidat mora imeti predmet opredeljen kot študijsko obveznost.

Prerequisites:

The course has to be assigned to the student.

Vsebina:

Študenti bodo v okviru predmeta spoznali:

- pomen podjetništva v gospodarstvu in temeljne pojme podjetništva
- prepoznavanje poslovnih priložnosti
- dinamična podjetja in razvoj novih izdelkov in storitev v obdobju globalizacije
- pet korakov razvoja novih izdelkov in storitev
- opazovanje, brainstorming, hitro prototipiranje, izboljšanje prototipov in implementacija rešitve.
- dizajnerski način razmišljanja – tehnični, poslovni, človeški vidik
- kreativnost in inovativnost v poslovnem in privatnem življenju
- tehnike spodbujanja kreativnosti
- praktična aplikacija metode razvoja novih

Content (Syllabus outline):

Students will learn:

- Entrepreneurship and its role in the socio-economic development
- Developing entrepreneurial opportunities
- Dynamic companies and development of new products in a globalized world
- Five steps of product development process: observation, brainstorming, rapid prototyping, testing and refinement and implementation
- Design thinking – desirability, feasibility, viability of new solutions
- Creativity and innovativeness in personal and business life
- Techniques of developing creativity

izdelkov in dizajnerskega procesa

- okolje podjetja in njegova analiza
- različne oblike družb z oceno njihovih prednosti in slabosti
- osnove računovodstva in financiranja
- poslovno načrtovanje, vsebino in način izdelave poslovnega načrta
- politiko spodbujanja podjetništva države
- pomen in vsebino marketinške/prodajne funkcije v podjetju
- metode raziskovanja trga, porabnikov, konkurence
- temeljna znanja iz projektnega menedžmenta
- poslovno komunikacijo
- primere uspešnih slovenskih izdelkov, podjetij, podjetnikov

- Practical application of new product development methodologies and design thinking
- Business environment and it's analysis
- Different form of enterprise and their differences
- Basics of accounting and financing
- Business planning, contents and the development of a business plan
- Governmental policies on supporting entrepreneurship
- Role definition of marketing and sales
- Methods of customer, competition and market analysis
- Basic project management skills
- Business communication
- Examples of successful Slovenian products, companies, entrepreneurs

Temeljna literatura in viri / Readings:

- Vahčič, A., Prodan, I., in ostali: D.SCHOOL RAZVOJ NOVIH PRODUKTOV IN STORITEV - Od interdisciplinarnosti in dizajnerskega način razmišljanja do uspeha na trgu, 2008
- Kelley, T.: The Ten Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization
- Kelley, T. et al: The Art of Innovation: Lessons in Crativity from IDEO, America's Leading Design Firm
- dodatna aktualna gradiva, objavljena na spletni strani predmeta

Dopolnilna literatura:

- Antončič, B., Hisrich, R., Petrin, T., Vahčič, A., Podjetništvo, Založba GV, Ljubljana, 2002, 485 str.

Cilji in kompetence:

Cilj predmeta je študentom razviti sposobnost timskega dela, prevzemanja odgovornosti in samoiniciativnega delovanja pri reševanju človeških, tehničnih in ekonomskih problemov povezanih z razvojem novih produktov in storitev. Študentje z uporabo dizajnerskega pristopa in hitrega prototipiranja izdelajo delujoč prototip rešitve problema. Poleg tega predmet razvija sposobnost dizajnerskega in holističnega razmišljanja kot sodobne tehnike za reševanje problemov. Študentje osvojijo tudi zmožnosti za presojo poslovanja v podjetjih, sposobnosti za presojo poslovnih priložnosti in pridobijo kompetence za samostojno vodenje.

Objectives and Competences:

The aim of the course is to develop the ability of teamwork, responsibility, taking the initiative, and the ability to solve any societal, technical or business problem associated with developing new products and services. Students will be using Design Thinking and rapid prototyping to produce a working prototype of a solution to a given problem. In addition, the subject develops design thinking and holistic thinking as modern techniques for problem solving. Students acquire the ability to assess the operation of enterprises, the ability to assess business opportunities and gain skills for managing a small business.

Študentje si pri predmetu pridobijo naslednje **specifične kompetence**:

- prepoznavanje in izkoriščanje podjetniške priložnosti
- metode raziskav trga, kupcev, konkurence
- kreativno in inovativno reševanje problemov
- uporaba sodobnih multimedijskih in telekomunikacijskih orodij
- funkcionalno poslovno pismenost in osnove poslovnih predstavitev
- usposobljenost za vodenje projektov, prenos znanja v prakso, analizo poslovanja podjetij

Students obtain the following specific competencies:

- Identification and exploitation of business opportunities
- Methods of market research (including customers and competition)
- Creative and innovative problem solving
- The use of modern media and telecommunication tools
- Functional business literacy and basics of business presentations
- Ability to manage projects, transfer of knowledge into practice, analysis of businesses

Predvideni študijski rezultati:

<p><u>Znanje in razumevanje</u></p> <p>Študent bo spoznal in razumel:</p> <ul style="list-style-type: none"> - pojme s področja podjetništva in gospodarstva, organizacije dela, vodenja projektov, marketinga - osnovne zakonitosti kreativnega razvoja novih izdelkov in storitev ter podjetniške dejavnosti s poudarkom na primerih iz prakse kakor tudi iz študentovih življenjskih potreb ter izkušenj
<p><u>Uporaba</u></p> <p>Predmet je usmerjen v praktično uporabo najnaprednejših metod razvoja novih izdelkov in storitev. Skozi dizajnerski način razmišljanja in s pomočjo d.school metodologije študent reši konkreten poslovni ali življenjski problem in osvoji znanje, ki ga lahko replicira v profesionalnem in osebni življenju. Prepoznavanje podjetniških priložnosti, analiza podatkov in informacij za sprejemanje poslovnih odločitev, izdelava prototipov, antropološke in etnografske metode spremljanja potrošnikov, izpeljava rešitve problema. Dokumentacija procesa z multimedijskimi metodami, samostojna priprava finančnih in poslovnih analiz (trženjskih, prodajnih ipd).</p>
<p><u>Refleksija</u></p> <p>Študent bo interpretiral ter pred kolegi analiziral lastno razumevanje vsebine aktualnih člankov in razpoznavanja trendov. V skupinskem delu študentje analizirajo delo</p>

Intended Learning Outcomes:

<p><u>Knowledge and Comprehension</u></p> <p>The student will recognise and understand:</p> <ul style="list-style-type: none"> - Concepts in the field of entrepreneurship and economy as a whole, management, project management, marketing - The basic principles of creative development of new products and services, and entrepreneurial activities with an emphasis on case studies as well as from the student's needs and life experiences
<p><u>Application</u></p> <p>The course is focused on the practical application of advanced methods of developing new products and services. Through design thinking methodology students solve a specific business or societal problem and acquire knowledge that can be replicated in professional and personal life. Identifying business opportunities, analysis of data and information for business decision-making, prototyping, anthropological and ethnographic methods of customer analysis, implementing solutions to a specific problem. The documentation of the process with multimedia, independent preparation of financial and business analyses (marketing, sales, etc.).</p>
<p><u>Analysis</u></p> <p>The student will interpret and in front of colleagues analyse her understanding of articles on current topics and show recognition of trends. In group work, students analyse their</p>

svoje in ostalih skupin in podajajo konstruktivno kritiko.	own work and work of other groups and give constructive feedback.
<p>Prenosljive spretnosti</p> <p>Pri predmetu bo študent pridobil sposobnosti razumevanja podjetništva, razpoznavanja poslovnih priložnosti, analize trgov, potrošnikov, konkurence. Uporaba replikativne metodologije reševanja problemov in udejanjanja poslovnih priložnosti. Poslovna komunikacija. Pridobljene spretnosti bodo študentje znali uporabljati v osebni in profesionalni življenju, v delu v gospodarstvu ali javnem sektorju. Sposobnost `gradnje` boljših modelov namesto izbiranja med obstoječimi modeli.</p>	<p>Skill-transference Ability</p> <p>In this course the student will acquire the ability to understand entrepreneurship, identify business opportunities, analyse markets, consumers, competition. Use of a replicative methodology of problem solving and realizing business opportunities. Business communication. Students will be able to use the acquired skills in their personal and professional life, either in business or in the public sector. The ability to develop better models instead of selecting between existing models.</p>

Metode poučevanja in učenja:

Predavanja s pomočjo različnih AV sredstev. Študentom podamo uvod v obravnavano snov, jih napotimo na obravnavo člankov v medijih, na spletnih straneh, na obravnavo primerov iz vsakdanje prakse – tudi s pomočjo strokovnjakov iz prakse. Delo na konkretnem projektu, aktualnem problemu. Predstavitve sprotne dela, poročilo in komentarji s strani mentorjev in študentov. Uporaba multimedijske tehnologije za spremljanje napredka, Internet, video Aktivno mentorstvo s strani pedagogov, asistentov, praktikov - podjetnikov Terensko delo – analiza trga, potrošnikov, testiranje prototipov, uporaba rešitve problema, praktične vaje d.school metodologije

Learning and Teaching Methods:

Lectures using audio-visual technology. We give students an introduction to specific topics, assign them to read articles in the media, on websites. Students will deal with cases from everyday practice - with the help of experts from practice. Work on a specific project in form of a real business or societal problem. Ongoing work will be regularly presented and comments will be given by tutors and students. The use of multimedia (Internet, video, etc.) for monitoring progress. Active mentoring will be available by teachers, assistants, practitioners – entrepreneurs. Fieldwork - market analysis, prototype testing, implementing the solution, practical exercises of the design thinking methodology

Delež (v %) /

Weight (in %) **Assessment:**

Načini ocenjevanja:

Redna poročila o napredku	20	Regular progress reports
Končno poročilo in predstavitev o rešitvi problema	40	Final report and presentation on the solution of the problem
Domače naloge, sodelovanje na srečanjih	20	Homeworks and active participation in sessions
Izpit pisni in/ali ustni.	20	Written and / or oral exam. Grades 6-10.
Ocene: 6-10 pozitivno		

Reference nosilca / Lecturer's references:

- Ahlin, Branka, **Drnovšek, Mateja**, Hisrich, Robert D. (2014). Entrepreneurs creativity and firm innovation : the moderating role of entrepreneurial self-efficacy. *Small business economics*,
- Slavec, A., **Drnovšek, M** (2012). A perspective on scale development in entrepreneurship research. *Economic and Business Review*, 14(1), pp. 39-62
- Ahlin, B., **Drnovšek, M.**, Hisrich, R.D. (2012). Exploring moderating effects of proactivity on the relationship between market information and innovation performance. *Economic and Business Review*, 14(2), pp. 121-146.
- **Drnovšek, M.**, Örtqvist, D., Wincent, J. (2010). The effectiveness of coping strategies used by entrepreneurs and their impact on personal well-being and venture performance. *Zb. rad. Ekon. fak. Rij.*, 28(2), pp. 193-220.
- Prodan, I., **Drnovšek, M.** (2010). Conceptualizing academic- entrepreneurial intentions: an empirical test. *Technovation*, 30 (5/6), pp. 332-347
- **Drnovšek, M.**, Wincent, J., Cardon, M. (2010). Entrepreneurial self-efficacy and business start-up: developing a multi-dimensional definition. *International Journal of Entrepreneurial Behavior and Research*, 14 (4), pp. 329-348.
- Cardon, M., Wincent, J., Singh, J. **Drnovšek, M.** (2009). The nature and experience of entrepreneurial passion. *Academy of Management Review*, 34 (3), pp. 511-532.