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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Faculty of Electronic Engineering |
| **GENERAL INFORMATION** |
| Study program  | **Computing and Informatics** |
| Study Module (if applicable) | Software Engineering, Computer Engineering, Information Technologies, Computer Systems Security, Information Systems |
| Course title | Entrepreneurship and Planning in High Technologies |
| Level of study | [ ] Bachelor [x]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | 1 |
| Number of ECTS allocated | 4 |
| Name of lecturer/lecturers | Milentijević Z. Ivan, Tošić B. Milorad, Vojinović M. Oliver |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *To familiarize students with basic concepts of entrepreneurship, to explore the capabilities of commercialization of the technology idea, primarily software or hardware products or IT services, and to gain basic experience in creating of business plan and budget planning for IT business venture. Students will be able to: assess the technological ideas, explore business opportunities for particular idea, and create a business plan.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| **Entrepreneurship - from an idea to a sustainable business. Evaluation of technological ideas. Market research. Options for commercialization of technological solutions or ideas - business models and strategies - start-up, licensing, intellectual property protection. Business plan, importance and structure. Analysis of alternatives, multi-criteria analysis. Estimation in IT products and IT services - quantitative models. Funding for IT product development. Statistical decision theory. Leadership in high-tech entrepreneurship. Idea presentation: investment, sales, management. Discussing of ideas. Market research and evaluation of business opportunities. The feasibility analysis, SWOT analysis, analysis of alternatives. Project cost estimation, the life cycle of products and services - quantitative models. Costs, revenues, margin analysis. Business plan development for proposed idea and business model.** |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[ ] Serbian with English mentoring [ ] Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** |  |
| **Practical teaching** | **50** | **Oral examination** | **40** |
| **Teaching colloquia** |  | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |