

ENTREPRENEURSHIP

(ECTS 5)

WHY TAKE ENTREPRENEURSHIP AT ZSEM?

ZSEM views this course as providing essential skills for its graduates to lead the innovative organizations of tomorrow. This course is aimed at developing inter-disciplinary business planning skills for ZSEM students enrolled in their last year of study as well as foreign exchange students. The approach helps individuals identify strengths and develop an entrepreneurial mindset for application in either management or self-employment career options.

HOW IS ENTREPRENEURSHIP ORGANIZED AT ZSEM?

Drive, Passion, Achievement. What motivates a person to start a new venture? What is the difference between new business success and failure? How do you define an entrepreneur? Not everyone agrees on a conclusive answer to any of these questions but there are plenty of people seeking the answers. This is where we begin, on a quest. During this semester students will explore the entrepreneurial environment in the context of Croatia and beyond. The students will discover first hand what makes an entrepreneur tick and develop skills and experience to either be one themselves or at least be a valuable, knowledgeable human resource to one in the near future.

The course is divided into three segments: Concepts, Competencies and Client Case.

Concepts

Key entrepreneurship concepts are highlighted through an investigation into the background, idea generation, marketing, operations, finance and planning decisions undertaken by entrepreneurs.

Competencies

Attain key competencies needed for entrepreneurial approaches to management and enterprise creation

Client Case

Create and manage an intrapreneurship/entrepreneurship project for a real client. Organizing the course in this manner reinforces that entrepreneurship will be approached as a process rather than a product. While students will complete a business plan, the emphasis is on learning the business planning process.