

Detailed course unit executive plan and programme				
Course unit code	201085			
Course unit title	Innovation and Entrepreneurship			
GENERAL INFORMATION				
Study programme	Master		Year	1
Director of the course and assistant	Violeta Šugar, PhD, Associate Professor Roberta Kontošić Pamić, Phd, postdoc			
Course status ¹		Mandatory		Elective
Credits allocated and type of lectures				
		Winter semester	Summer semester	
ECTS students workload			6	
Number of hours per semester			30 L + 30 S	
Course objectives, teaching and learning methods and learning outcomes				
To enable students to apply the knowledge in the field of inventiveness, innovation, business model creation, innovation management and analysis of case studies of entrepreneurial ventures based on innovation				
Learning outcomes				
1. Students will analyse and interpret the issue of inventiveness, innovation and entrepreneurship based on innovation				
2. Students will analyse and interpret the innovation management issues				
3. Students will generate entrepreneurial ideas and create business model				
Requirements, correspondence and correlativity				
no specific requirements				
Course content (list of topics)				
1. Terms, definitions and theories of innovation and entrepreneurship				
2. Innovation and entrepreneurship as processes				
3. Institutional framework for fostering innovation				
4. Innovation and economic development (Croatia, EU)				
5. Sources of innovation, intellectual property				
6. From research and development (R&D) to entrepreneurship (start-up, spin-off, spin-out)				
7. Business Model Generation, Business Model Canvas				
8. Innovation Management				
9. Open and disruptive innovation				
10. Success and failure – case studies				
11. International Virtual Incubator				
Modes of instruction and acquiring knowledge (mark in bold)				
Lectures	Seminars and workshops	Exercises	Individual tasks	Multimedia and internet
Distance learning	Counselling	Laboratory	Tutorial	Fieldwork

¹ Mark with „X“

Student requirements				
Assessment and evaluation of students (mark in bold)				
Attendance	Class participation	Seminar paper	Experimental work	
Written exam	Oral exam	Essay	Research	
Project	Continuous assessment	Report	Practical work	
Assessment breakdown within the <i>European credit transfer system</i>				
REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class attendance and activity – <i>ad hoc</i> assignments	45	1 - 3	1,2	20%
Research, team project and oral presentation	61,5	1 – 3	2,4	40 %
Oral exam	61,5	1 – 3	2,4	40%
Total	168		6	100 %
Bibliography				
Mandatory bibliography				
- lectures and other study material on e-learning - Hisrich, R. D., Kearney, C. (2013), Managing Innovation and Entrepreneurship, SAGE - Osterwalder, A., Pigneur, Y. (2010), Business Model Generation, Wiley				
Additional bibliography				
- Chesbrough, H. (2005), Open Innovation: The New Imperative for Creating and Profiting from Technology, Oxford University Press - Drucker, P. F. (1986), Innovation and Entrepreneurship, Practice and Principles, Harper - Henry Chesbrough (2011), Open Services Innovation, Jossey-Bass, S. Francisco Oslo Manual, http://www.oecd.org/science/inno/2367580.pdf Innobarometer 2015: Lack of financial resources hinders the commercialisation of innovations, file:///C:/Users/korisnik/Downloads/MEMO-14-384_EN.pdf Innovation Union Scoreboard 2015, http://ec.europa.eu/enterprise/policies/innovation/policy/innobarometer/index_en.htm				
Additional information on the course				
Students will be involved in International Virtual Incubator. In international and interdisciplinary teams, made by students from various international universities, they will create and present innovative ideas.				