

Course title: ENTREPRENEURIAL STRATEGIES

Lecturers	Full Prof. Ksenija Vuković, Ph.D. Asst. Prof. Kristina Detelj, Ph.D. Tamara Šmaguc, Ph.D.
Language of instruction	Croatian and English
Study level	Master
Study programme	Economics of Entrepreneurship
Semester	3 rd (winter)
ECTS	5
Goal	The main objective of the course is to enable students to identify and evaluate entrepreneurial occasions. The course presents the possible entrepreneurial strategies and develops the ability to analyse and select a suitable one. The aim is to encourage the students to take a strategic approach to entrepreneurship that will enable an innovative approach to entrepreneurial venture. The course also enables students to understand the qualitative methodological approach and provide them with knowledge needed in the implementation of smaller scale qualitative research in entrepreneurship.
General and specific learning outcomes	
Content	<ol style="list-style-type: none">1. Qualitative research in entrepreneurship (research problem, questions, methods...).2. Data sources and methods for qualitative research.3. Interview as a data collecting method.4. Selecting direction: Mission, Vision, Goals5. Entrepreneurial orientation of the enterprise and Entrepreneurial intensity6. Strategic Entrepreneurship7. Entrepreneurial business model8. Encouraging creativity within the organization9. Entrepreneurial opportunity10. Networking Strategy
Exercises	<p>During the semester students in teams of 3 have to find a real-life entrepreneur and do an interview with them. The interview has some basic, generic questions about the decisions to become an entrepreneur, educational background, enterprise foundation, business planning in practice, troubleshoots etc. But, every team also has to add questions to get the entrepreneurs views on the certain aspect of the business (types of entrepreneurs, decision making, resources based view of a business, risks, mission and vision etc.).</p> <p>The interview is done and analysed in accordance with the theoretical foundations for qualitative research. During the seminary classes with teacher's guidance the students define the research problem, develop research questions and objectives. They are taught how to apply semi-structured interview technique (designing a guide for an interview, creating a transcript and editing empirical material). For the purpose of analysing of qualitative data they learn to use different types of coding in the research of entrepreneurship and strategic entrepreneurship and the role of linguistic expression and vocabulary of the researcher in the written and oral</p>

	presentation of the results of qualitative research of entrepreneurship and strategic entrepreneurship.
Realization and examination	Classes: Lectures, Seminars; Examination: Seminar presentation, Interview with the real-life entrepreneur, Written examination.
Related courses	<ol style="list-style-type: none"> 1. MIT Sloan school of management, 15.911 - Entrepreneurial strategy 2. University of Washington, Foster School of Business - ENTRE 510: Entrepreneurial Strategy 3. Harvard University Extension School MGMT E-5420, Innovation, Entrepreneurship, and Business Transformation
Literature	<p>Basic:</p> <p>Lectures</p> <p>Greener, S. (2008). Business Research Methods. Ventus Publishing Aps, available free on bookboon.com (and on Moodle) – chapters 1-5 and 9&10.</p> <p>Kuratko, D.F., Morris, M.H., Covin, J.G. (2011). Corporate Innovation & Entrepreneurship, South-Western Cengage Learning.</p> <p>Wickham, P. A. (2006). Strategic Entrepreneurship, 4th Edition, Prentice Hall.</p> <p>Additional:</p> <p>Burns, P. (2013) Corporate entrepreneurship, Innovation and strategy in large organizations (3rd ed.), Palgrave McMillan.</p> <p>Kuivaniemi, L. (2010). Evaluation and Reasoning the Entrepreneurial Opportunity Process, University of Jyväskylä.</p> <p>Hitt, M.A., Ireland, R.D., Camp, S.M., Sexton, D.L. (2006) Strategic Entrepreneurship, Blackwell Publishing.</p>