

| Course syllabus for First cycle studies | | | | | |
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| 1. | Course title | Entrepreneurship and Business | | | |
| 2. | Code | MDE6E3 | | | |
| 3. | Study Program | Metallurgical Digital Engineering | | | |
| 4. | Study program organizer (unit, institute, department, division) | Faculty of Technology and Metallurgy, UKIM | | | |
| 5. | Degree (first, second, third cycle) | First | | | |
| 6. | Academic year / semester | Year: 2025/26 Semester: VI | 7. | Number of ECTS | 4 |
| 8. | Instructors | Prof. Dr. Zoran Janevski | | | |
| 9. | Prerequisites for course enrollment | None | | | |
| 10. | Course Objectives (Competencies): The course aims to develop students' knowledge and understanding of entrepreneurship and small business management by studying the processes of starting a new business venture and managing small businesses. Competencies Acquired: The knowledge provided by the course equips students with skills for: <div><div>1.</div><div>Understanding fundamental theories, principles, and concepts linking entrepreneurial psychology, activity, SMEs, and their economic importance.</div></div> <div><div>2.</div><div>Learning about sources of opportunities utilized by entrepreneurs to generate new business ideas, as well as the processes of creating, shaping, and recognizing entrepreneurial opportunities.</div></div> <div><div>3.</div><div>Using specialized knowledge, skills, techniques, and practices to develop an original business plan.</div></div> <div><div>4.</div><div>Distinguishing different methods for forming entrepreneurial businesses.</div></div> <div><div>5.</div><div>Gaining insights into the significance of entrepreneurial marketing and the creation of new businesses and products.</div></div> <div><div>6.</div><div>Applying knowledge, skills, techniques, and practices for market research in an entrepreneurial context.</div></div> <div><div>7.</div><div>Understanding and implementing marketing strategies for SMEs.</div></div> | | | | |
| 11. | Content of the course: <div><div>8.</div><div>Introduction to Entrepreneurship</div></div> <div><div>9.</div><div>Entrepreneurs and Specific Businesses</div></div> <div><div>10.</div><div>Intrapreneurship</div></div> <div><div>11.</div><div>Ideas for Starting a Small Business</div></div> <div><div>12.</div><div>Stimulating Organizational and Individual Creativity and Innovation</div></div> <div><div>13.</div><div>Business Plan</div></div> <div><div>14.</div><div>Financing Small Businesses</div></div> <div><div>15.</div><div>Family Businesses</div></div> <div><div>16.</div><div>Starting a New Business</div></div> <div><div>17.</div><div>Franchising as a Way to Start a Business</div></div> <div><div>18.</div><div>Buying an Existing Business</div></div> <div><div>19.</div><div>Small Business Management</div></div> | | | | |
| 12. | Study methods: Lectures are conducted in the form of discussions, using interactive methods that include individual | | | | |

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| | student tasks, presentations, and other activities. | | | | |
| 13. | Total available time | | 15 weeks 4 ECTS x 30 hours = 120 hours Weekly time allocation: (2+2) | | |
| 14. | Allocation of available time | | | | |
| 15. | Teaching activities | 15.1. | Theoretical Lectures: | 30 hours | |
| | | 15.2. | Practical Exercises, Seminars, Teamwork: | 30 hours | |
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| 16. | Other types of activities | 16.1. | Project Tasks: | 15 hours | |
| | | 16.2. | Individual Tasks: | 15 hours | |
| | | 16.3. | Homework: | 30 hours | |
| 17. | Grading system | | | | |
| | 17.1. | Tests: | | 10 points | |
| | 17.2. | Seminar/Project, Written and Oral Presentation: | | 30 points | |
| | 17.3. | Final Exam: | | 60 points | |
| 18. | Grading criteria (points/grade) | Up to 61 points | | 5 (five) (F) | |
| | | From 61 to 69 points | | 6 (six) (E) | |
| | | From 70 to 79 points | | 7 (seven) (D) | |
| | | from 80 to 89 points | | 8 (eight) (S) | |
| | | From 90 to 95 points | | 9 (nine) (B) | |
| | | from 95 to 100 points | | 10 (ten) (A) | |
| 19. | Prerequisites for taking the final exam | | Regular attendance at lectures and exercises, completion of at least 80% of homework assignments, and a completed project task. | | |
| 20. | Language in which lectures are conducted | | English | | |
| 21. | Method for monitoring the quality of lectures | | Internal evaluation | | |
| 22. | LITERATURE | | | | |
| | 22.1. | Compulsory literature | | | |
| | | No. | Author | Title | Publisher Year |
| | | 1. | Jerome Katz, Richard Green | Entrepreneurial Small Business | McGraw Hill 2020 |
| | | 2. | | | |
| | 3. | | | | |
| | 22.2. | Additional literature | | | |
| | | No. | Author | Title | Publisher Year |
| | | 1. | Zoran Janevski | Entrepreneurship and E-Commerce | Institute of Economics - Skopje 2013 |
| | | 2. | | | |
| 3. | | | | | |