

| Course syllabus for First cycle studies |  |  |    |                       |   |
|---|--|--|----|-----------------------|---|
| 1.                                      | <b>Course title</b>  | Entrepreneurship and Business              |    |                       |   |
| 2.                                      | <b>Code</b>  | MDE6E3                                     |    |                       |   |
| 3.                                      | <b>Study Program</b>   | Metallurgical Digital Engineering          |    |                       |   |
| 4.                                      | <b>Study program organizer (unit, institute, department, division)</b>   | Faculty of Technology and Metallurgy, UKIM |    |                       |   |
| 5.                                      | <b>Degree (first, second, third cycle)</b>   | First                                      |    |                       |   |
| 6.                                      | <b>Academic year / semester</b>  | Year:<br>2025/26                           | 7. | <b>Number of ECTS</b> | 4 |
| 7.                                      | <b>Instructors</b>   | Prof. Dr. Zoran Janevski                   |    |                       |   |
| 8.                                      | <b>Prerequisites for course enrollment</b>   | None                                       |    |                       |   |
| 10.                                     | <b>Course Objectives (Competencies):</b><br>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.   |  |    |                       |   |
|   | <b>Competencies Acquired:</b><br>The knowledge provided by the course equips students with skills for:   |  |    |                       |   |
|   | 1. Understanding fundamental theories, principles, and concepts linking entrepreneurial psychology, activity, SMEs, and their economic importance.<br>2. 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.<br>3. Using specialized knowledge, skills, techniques, and practices to develop an original business plan.<br>4. Distinguishing different methods for forming entrepreneurial businesses.<br>5. Gaining insights into the significance of entrepreneurial marketing and the creation of new businesses and products.<br>6. Applying knowledge, skills, techniques, and practices for market research in an entrepreneurial context.<br>7. Understanding and implementing marketing strategies for SMEs. |  |    |                       |   |
| 11.                                     | <b>Content of the course:</b><br>8. Introduction to Entrepreneurship<br>9. Entrepreneurs and Specific Businesses<br>10. Intrapreneurship<br>11. Ideas for Starting a Small Business<br>12. Stimulating Organizational and Individual Creativity and Innovation<br>13. Business Plan<br>14. Financing Small Businesses<br>15. Family Businesses<br>16. Starting a New Business<br>17. Franchising as a Way to Start a Business<br>18. Buying an Existing Business<br>19. Small Business Management  |  |    |                       |   |
| 12.                                     | <b>Study methods:</b><br>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. | <b>Total available time</b>                          |   | 15 weeks<br>4 ECTS x 30 hours = 120 hours<br>Weekly time allocation: (2+2)  |                                 |                                 |  |  |  |  |  |
| 14. | <b>Allocation of available time</b>                  |   |   |                                 |                                 |  |  |  |  |  |
| 15. | <b>Teaching activities</b>                           | 15.1.   | Theoretical Lectures:   | 30 hours                        |                                 |  |  |  |  |  |
|     |  | 15.2.   | Practical Exercises, Seminars, Teamwork:  | 30 hours                        |                                 |  |  |  |  |  |
|     |  |   |   |                                 |                                 |  |  |  |  |  |
| 16. | <b>Other types of activities</b>                     | 16.1.   | Project Tasks:  | 15 hours                        |                                 |  |  |  |  |  |
|     |  | 16.2.   | Individual Tasks:   | 15 hours                        |                                 |  |  |  |  |  |
|     |  | 16.3.   | Homework:   | 30 hours                        |                                 |  |  |  |  |  |
| 17. | <b>Grading system</b>                                |   |   |                                 |                                 |  |  |  |  |  |
|     | 17.1.  | Tests:  |   |                                 | 10 points                       |  |  |  |  |  |
|     | 17.2.  | Seminar/Project, Written and Oral Presentation: |   |                                 | 30 points                       |  |  |  |  |  |
|     | 17.3.  | Final Exam:                                     |   |                                 | 60 points                       |  |  |  |  |  |
| 18. | <b>Grading criteria (points/grade)</b>               | 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. | <b>Prerequisites for taking the final exam</b>       |   | Regular attendance at lectures and exercises, completion of at least 80% of homework assignments, and a completed project task. |                                 |                                 |  |  |  |  |  |
| 20. | <b>Language in which lectures are conducted</b>      |   | English   |                                 |                                 |  |  |  |  |  |
| 21. | <b>Method for monitoring the quality of lectures</b> |   | Internal evaluation   |                                 |                                 |  |  |  |  |  |
| 22. | <b>LITERATURE</b>                                    |   |   |                                 |                                 |  |  |  |  |  |
|     | 22.1.  | Compulsory literature                           |   |                                 |                                 |  |  |  |  |  |
|     |  | No.   | Author  | Title                           | Publisher                       |  |  |  |  |  |
|     |  | 1.  | Jerome Katz, Richard Green  | Entrepreneurial Small Business  | McGraw Hill                     |  |  |  |  |  |
|     |  | 2.  |   |                                 |                                 |  |  |  |  |  |
|     |  | 3.  |   |                                 |                                 |  |  |  |  |  |
|     | 22.2.  | Additional literature                           |   |                                 |                                 |  |  |  |  |  |
|     |  | No.   | Author  | Title                           | Publisher                       |  |  |  |  |  |
|     |  | 1.  | Zoran Janevski  | Entrepreneurship and E-Commerce | Institute of Economics - Skopje |  |  |  |  |  |
|     |  | 2.  |   |                                 |                                 |  |  |  |  |  |
|     |  | 3.  |   |                                 |                                 |  |  |  |  |  |