



General information		
Course instructor	Elena Rudan, PhD, Assistant Professor	
Name of the course	Entrepreneurship and Innovation	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	60 (30+0+30)
1. COURSE DESCRIPTION		
1.1. Course objectives		
<p>The objective of this course is students' understanding of the economic and social determinants of entrepreneurship as the most important factor in contemporary economic development. Students will explore the importance of entrepreneurial activity in all economic sectors, especially tourism and hospitality, and will be directed toward understanding business operations of specific forms of entrepreneurial organizations. Students will learn about the need for innovation in modern entrepreneurship and the creation of competitive advantages.</p>		
1.2. Course enrolment requirements		
1.3. Expected learning outcomes		
<p>By the end of this course and by passing the final exam, students are expected to:</p> <ul style="list-style-type: none"> - explain the concept, theories and development of entrepreneurship, entrepreneurial process and functions, - analyse and explain the role of entrepreneurship in contemporary economic development, - distinguish between individual forms of entrepreneurial activity in tourism and hospitality with special emphasis on the importance of creativity in contemporary business, - explain and classify innovation in entrepreneurship and the creation of competitive advantage, - describe entrepreneurship at Croatian and the European level, - demonstrate and describe entrepreneurship using concrete examples. 		
1.4. Course content		
<p>Concept, theories and development of entrepreneurship. The role of entrepreneurship in contemporary economic development. Introduction to entrepreneurial process and strategies. Economic role of entrepreneurship in tourism and hospitality. Types and organizational forms of entrepreneurship in tourism and hospitality. Legal forms and taxation of enterprises. Functions of entrepreneurship. Entrepreneurial creativity and business idea. Innovation in entrepreneurship. Business planning and business plan. Competitive advantages. Entrepreneurship in Croatia and the European Union. Ethics in entrepreneurship.</p>		
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other



1.6. Comments							
1.7. Student responsibilities							
Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.							
1.8. Monitoring of student work ¹							
Class attendance	2	Class participation		Seminar paper	1	Experimental work	
Written exam	1	Oral exam		Essay	0,5	Research	
Project		Continuous assessment	1,5	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Hisrich, R., Peters, M., Shepherd, D. (2016). Entrepreneurship, 10th ed. New York: McGraw-Hill.							
2. Morrison, A., Rimmington, M., Williams, C. (2016). Entrepreneurship in the hospitality, tourism and leisure industries. Abingdon; New York: Routledge.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Bessant, J. R., Tidd, J. (2015). Innovation and entrepreneurship, 3rd ed. West Sussex: John Wiley & Sons.							
2. Nielsen, S. L., Klyver, K., Rostgagaard E. M., Bager, T. (2017). Entrepreneurship in theory and practice: paradoxes in play. 2nd ed. Glos: Edward Elgar Publishing.							
3. Walmsley, A. (2018). Entrepreneurship in tourism. New York: Routledge.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title						Number of copies	Number of students
Hisrich, R., Peters, M., Shepherd, D. (2016). Entrepreneurship, 10th ed. New York: McGraw-Hill						5	
Morrison, A., Rimmington, M., Williams, C. (2016). Entrepreneurship in the hospitality, tourism and leisure industries. Abingdon; New York: Routledge.						5	
1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



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