



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Elena Rudan, PhD, Assistant Professor	
Name of the course	International entrepreneurship	
Study programme	Management of sustainable development	
Status of the course	elective	
Year of study	3rd	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. Course objectives		
<p>Course objectives: adoption and understanding of the theoretical concepts of international entrepreneurship and its importance for modern business; the importance of global economic institutions and entrepreneurship and EU tourism entrepreneurship with an emphasis on new trends in tourism supply and demand (the importance of innovation and creation of competitive advantages), more efficient business decision-making. Students will acquire knowledge on the relationships between domestic and international entrepreneurship with special emphasis on tourism and hospitality, as well as international entrepreneurship of small and medium enterprises.</p>		
2. Course enrolment requirements		
3. Expected learning outcomes		
<p>By the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> - define the theoretical concepts related to international entrepreneurship, globalisation, business organization and legal regulation with particular emphasis on tourism and EU countries; - make informed arguments about entrepreneurial strategies in international entrepreneurial development and identify the importance of innovation in international entrepreneurship as an element of competitiveness in a turbulent environment - analyse the current situation, the environment and the stakeholders, identify the goals and suggest possible implementation strategies - define international entrepreneurship in tourism destinations and their integral products (new selective forms of tourism) in a competitive tourism market environment, with special emphasis on small and medium entrepreneurship. 		
4. Course content		
<ul style="list-style-type: none"> • Introductory lecture • Theoretical determinants of international entrepreneurship • Globalisation and international sustainability • Cultural diversity and international entrepreneurship • Planning in international entrepreneurship • Entrepreneurship in the EU and the world • Innovation in international entrepreneurship • Implementation and management in international entrepreneurial strategies • Small and medium entrepreneurship in international business • Risks and opportunities in international entrepreneurship • International entrepreneurship in tourism and hospitality and regional development 		



<ul style="list-style-type: none"> Organisational forms in international tourism entrepreneurship Practical examples from international entrepreneurship in tourism and hospitality 							
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		
6. Comments							
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.							
8. Monitoring of student work ¹							
Class attendance	1,2	Class participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> Grgić, M., Bilas, V., Franc, S., Poduzetništvo u međunarodnoj ekonomiji, Sinergija, Zagreb, 2010. Bartoluci, M., Upravljanje razvojem turizma i poduzetništva, Školska knjiga, Zagreb, 2013. 							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> Hisrich, R. D., International entrepreneurship: starting, developing, and managing a global venture, Sage, London 2016. Hisrich, R. D., Poduzetništvo, Mate d.o.o. Zagreb, 2011. Kružić, D. (ur.), Obiteljsko poduzetništvo, Sveučilište u Mostaru, Ekonomski fakultet, Sveučilište u Splitu, Ekonomski fakultet, Mostar, Split, 2016. Rudan, E., Entrepreneurship in the modern business environment (book in preparation) Stipanović, C., Konceptcija i strategija razvoja u turizmu – sustav i poslovna politika, Fakultet za turistički i hotelski menadžment, 2006. 							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.</p>							

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.