

Entrepreneurship

The aim of the subject: To develop logical thinking, initiative, common sense and responsibility for the activity of an entrepreneur; to introduce the possibilities of generating a business idea and give knowledge for the analysis of a business idea; to get acquainted with the organisation of work in an enterprise and give an overview of marketing basic concepts and organisation management; to introduce valid tax laws and accompanying risks related to entrepreneurship.

LEARNING OUTCOMES	ASSESSMENT METHODS	ASSESSMENT CRITERIA
is able to assess strengths and weaknesses of competitors; knows marketing basic concepts and foundations of enterprise management; knows principles of the organisation of work; orientates in valid tax laws;	A written test	A student has to pass two tests to demonstrate the acquisition of basic terms. Pass/ Fail assessment: A student has passed the test in case the result is at least 60% out of maximum number of points.
student is able to assess business opportunities and analyse the impact of business environment on the activity of a business;	A written home work (essay)	A student has to describe micro- and macro environment of the enterprise and analyse the possible impacts of the surrounding environment on the enterprise. Pass / Fail assessment: The contents, structure, wording and layout of the essay is taken into account for assessment.
is able to enforce a business idea and create a business plan; is able to assess strengths and weaknesses of competitors; is able to assess accompanying risks related to entrepreneurship.	Business idea analysis	The generation and analysis of a business idea are done as in a group work as individually. The learners generate an enforceable business idea on the basis of Osterwalder business model. During the last class the learners have to defend their business idea. Pass/ fail assessment: during assessment the presentation /layout, thoroughness, the possibility to implement the business idea and the defence results are taken into account.

A student has a "PASS" in case he/ she have received a positive result in all the above-mentioned tasks.