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| **Study programme:** | **Professional Graduate Study Programme *Management in Agriculture*** | |
| **Course:** | **AGRICULTURAL ENTREPRENEURSHIP** | |
| **Course code:** 141729  **Course status:** compulsory | **Semester: I** | **ECTS credits: 6** |
| **Course holder:** | **Silvije Jerčinović, Ph.D., professor of professional studies** | |
| **Modes of delivery:** | **Number of hours** | |
| Lectures | 35 | |
| Exercises | 15 | |
| Seminars | 10 | |

**COURSE OBJECTIVES:** To provide students with specific knowledge from the special field of entrepreneurship in agriculture that they will use so that in practical business application they can use effective means, tools and methods to start their own entrepreneurial venture that will operate profitably on the market.

**Course content**

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|  | **Course units** | **Modes of delivery** | | | | **Place of delivery** |
| **L** | **E** | | **S** |
| 1. | Introduction to economics and business economics:   * concept of economy, * economic stages (production, exchange, distribution and consumption), * subject and tasks of business economics. | 3 |  | |  | Lecture hall |
| 2. | Enterprise in general, agricultural enterprise in particular:   * concept of enterprise, * foundation, association and termination of enterprises * types of enterprises, agricultural company. | 3 |  | |  | Lecture hall |
| 3. | Business assets of the enterprise:   * according to purpose (basic, trade, reserve), * according to participation in business (business and non-business, * according to sources (own, others), * total income of the company. | 2 |  | |  | Lecture hall |
| 4. | Investing in the process of reproduction:   * capacity-term (measurement of the degree of capacity utilization, * amortization-term (amortization systems (proportional, progressive, degressive and cumulative depreciation, maintenance of working capital), * concept and classification of the subject of work (rational use, rationing of consumption, stocks), * work (types, cost measurement, remuneration, analytical assessment of work). | 4 |  | |  | Lecture hall |
| 5. | Costs and expenses:   * allocation of costs: natural, functional, individual/direct, general/indirect, fixed, variable, opportunity, marginal/marginal, * cost calculations/scheduling (places and cost bearers, cost price structure). | 4 |  | |  | Lecture hall |
| 6. | Calculation methods:   * concept and principles of calculation, * divisive calculation (pure divisive calculation, divisive calculation using equivalent numbers, divisive calculation of related products), * additional/additional calculation, * cost dynamics (responsivity of costs for fixed, absolutely fixed, relatively fixed, variable, proportional, progressive, degressive, marginal and total costs), * financial result (threshold and limit of profitability, example of the movement of the relationship between costs and income). | 2 |  | |  | Lecture hall |
| 7. | Measuring economic success:   * concept of economic success, production and business success, measures of business success. * economy (concept, measurement, measures of increase), * productivity (concept, measurement, measurement of the amount of work used, measures to increase productivity), * profitability (concept, measurement, measures to increase). * relationships between economy, productivity and profitability, factors that influence the results of the company's operations. | 4 |  | |  | Lecture hall |
| 8. | Defining entrepreneurship and entrepreneurs:   * relationship between management, entrepreneurs and innovation. | 2 |  | |  | Lecture hall |
| 9. | Sources, principles, and conditions of innovation and entrepreneurial behaviour   * unexpected, inconsistencies, innovations in the process, change in the industry, demographics, perceptions, behaviour, new knowledge. | 5 |  | |  | Lecture hall |
| 10. | Entrepreneurial practice:   * principles of entrepreneurial management, entrepreneurial procedures, determinants, structures, new companies, * entrepreneurial strategies (who will do it faster, more, better; strike where there are none; specialized niches, changing the economic characteristics of products, markets and industries), * movement of water through simplest and apoplast | 4 |  | |  | Lecture hall |
| 11. | Entrepreneurial plan and its implementation:   * financial plan, production and operations plan, organization and personnel plan. | 2 |  | |  | Lecture hall |
| 12. | Creation of an entrepreneur's plan I (program task I):   * market analysis as a starting point in developing a business venture. |  | 2 | |  | Lecture hall |
| 13. | Creation of an entrepreneur's plan II (program task II):   * elaboration of technological and technical organizational conditions in the business plan, * location analysis. |  | 2 | |  | Lecture hall |
| 14. | Creation of an entrepreneur's plan III (program task III):   * legal regulations that refer to a particular business venture. |  | 2 | |  | Lecture hall |
| 15. | Creation of an entrepreneur's plan IV (program task IV):   * financial preparation of a business venture. |  | 2 | |  | Lecture hall |
| 16. | Creation of an entrepreneur's plan V (program task V):   * evaluation of the expected effectiveness of the business plan for the performance of the business venture. |  | 2 | |  | Lecture hall |
| 17. | Presentation of work tasks from the course (program task VI). |  | 5 | |  | Lecture hall |
| 18. | Preparation for seminars:   * determination of seminar topics in the field of entrepreneurship, * determination of literature and data sources that will be used in conducting exercises and seminars. |  |  | | 2 | Lecture hall |
| 19. | Independent presentation of the seminar by the students according to the selected topic in the field of entrepreneurship. |  |  | | 8 | Lecture hall |
| **In total** | | **35** | | **15** | **10** | **60** |

**L=Lectures, E=Excersises, S=Seminars**

**Learning outcomes (LO)**

LO 1. To define an entrepreneurial idea in terms of entrepreneurship in agriculture.

LO 2. Identify factors in the business environment.

LO 3. Assess potential markets for a small business.

LO 4. Classify the sources of financing of an agricultural enterprise.

LO 5. Plan, control and organize a business venture in agriculture.

LO 6. Show the development of an entrepreneurial idea through the stages from concept to realization.

Course holder:

Silvije Jerčinović, Ph.D., professor of professional studies

Križevci, July 2024