**Entrepreneurship in information technologies (6 ECTS)**

Contact person: Dr. Lívia Szedmina (slivia@vts.su.ac.rs)

Aim of the course:

The main goal of the course is to provide students with an understanding of the idea of entrepreneurship with special emphasis on entrepreneurship in the field of information technology, i.e. to provide the necessary competencies needed by an individual or a team in order to undertake appropriate actions regarding the investment activities by taking into account the uncertainties with the goal of making a profit.

To achieve the main goal of the course, a number of sub-goals have to be achieved:

* understanding the basic concepts and practices of entrepreneurship;
* understanding the basic characteristics of entrepreneurship;
* understanding the process of turning a business idea into a business venture;
* understanding and mastering the concepts and processes of planning, organizing and implementing a business venture;
* acquiring the competencies needed to create a business plan and implement a business venture in general;
* acquiring the competencies needed to create a business plan and implement a business venture in the field of information technology.

Theoretical part:

The concept, principles, and rules of entrepreneurship. Significance and role of entrepreneurship. Entrepreneurship development in the past, present and potential development trends in the future. Characteristics of entrepreneurship in the field of information technology. The concept and definition of entrepreneurs. Requirements for entrepreneurs and characteristics of entrepreneurs. Market research. Business idea - concept, meaning, sources and techniques of creating ideas. Evaluation of business ideas. Business models and approaches - start-up, licensing, intellectual property protection. Business plan, importance, and structure. Multicriteria analysis of business plan alternatives. Quantitative and qualitative models of business plan evaluation. Providing financing. Realization and control of a business venture.

Practical part:

Market research and evaluation of business opportunities. Formation and presentation of a business idea. Idea generation methods - SCAMPER method. Analysis and evaluation of business ideas. Feasibility analysis, SWOT analysis, analysis of alternatives. Elements of a business plan. Creating a business plan. Estimating the cost of a business venture. Detailed analysis of revenues and expenditures. Life cycle of a business venture. Examples of good practice of business ventures in the field of information technology. Preparation of a seminar paper - analysis of the existing realized business venture in the field of information technology based on a given task. Development of a project task - realization of a specific business idea in the field of information technology. Market research, defining an idea, making a business plan, and proposing the realization and control of a business venture.

Requirements:

* Seminar work
* Project work
* Oral exam