



Course catalogue

TTF-NUT405 Entrepreneurship and small business

Programme	Nutrition
Level	Bachelor's programme
Academic year	IV year
Semester	Autumn Semester
ECTS credits	6 credits
Lecturers	Associate prof. Sashko Martinovski, PhD
Language	Macedonian
Objective	Introduction to students with the history, the idea and the notion of entrepreneurship, the character and the personality of the person entrepreneur, the notion of management, the character of the personality manager and the difference between them.
Content	Basic decisions and strategies for starting a start-up business, defining the notion and differences between, small, medium and large business. Generating business ideas, creative and innovative, developing a family life cycle and managing a family business. Legal forms for establishing a business, forms of ownership, partnership. International capital movement, foreign direct investment, ventures, licensing, franchise. Business plan, structure, application, technical and financial part, location, required standards. Financing the business idea, the importance of 3F money, business angels, risk capital, the role of banks, the concept of a stock market. E-business.
Learning materials	Reading from the primary literature are referenced in class and posted to the course website.