



## Course catalogue

# UKBH II-IZ07 Entrepreneurship, management and marketing

Programme	Food safety and Quality management
Level	Master's programme
Academic year	I year
Semester	Spring Semester
ECTS credits	6 credits
Lecturers	Associate prof. Sashko Martinovski, PhD Associate prof. Vesna Knights, PhD
Language	Macedonian
Objective	This course is specifically designed for students and non-business study programs. The goal is to introduce students to business theories and tools for entrepreneurship, management and marketing research, which will help them develop business ideas and their realization, inspiring, innovative and creative. Entrepreneurship, management and marketing are areas that have common points. The aim is for students to get acquainted and methodologically prepare themselves for research activities for identifying and defining marketing opportunities with particular reference to food products. They understand marketing research and its role in designing and implementing successful marketing programs and gaining knowledge about research approaches.
Content	Overview of theories and concepts in entrepreneurship and innovation. Processes in entrepreneurship and innovation, business modeling and business planning. Describing the characteristics of entrepreneurs and entrepreneurship. Classifications of different types of innovations and degrees of innovation. Introduction to marketing research. Process of marketing research, its classification, marketing research services and ethics in marketing research. Quantitative and qualitative methods for data collection. Survey and quantitative monitoring techniques. Techniques of comparative assessment of polls. Selection of survey methods. Qualitative research. Approaches, discussions in focus groups, classifying qualitative research techniques, depth of interviews and techniques. Data analysis. Use of informatics in analyzes.
Learning materials	Reading from the primary literature are referenced in class and posted to the course website.