


J.J. Strossmayer University of Osijek
Department of Economics
Graduate Program
in Entrepreneurship

Achievements in Entrepreneurship Education - the Case of Croatia

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Outline

- Entrepreneurship education scope
- Benchmarking entrepreneurship education at higher education institution in Croatia
- Challenges
- The case of graduate programme of entrepreneurship at the J.J. Strossmayer University in Osijek


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Scope of the Entrepreneurship education in Croatia

- Teaching **ABOUT entrepreneurship** through
 - Stand alone courses
 - Obligatory courses
 - Elective courses
 - Integrated programmes – areas of specialization on different levels of study
 - Undergraduate
 - Graduate
 - Postgraduate
- Teaching programmes **FOR entrepreneurs** (numerous)
 - Centres of entrepreneurship
 - Development agencies
 - Business incubators
 - Scientific incubators
 - Profit and non profit institutions
- Teaching **how TO be entrepreneurial**
 - Curricula design and innovative pedagogy in any science, discipline, course at any level - no national framework


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Benchmarking Entrepreneurship education in Croatia (1)

- Position
 - Compartmentalization of the EE at business schools, and departments of the economics, management, tourism, information science
- Curricula design
 - after 2005 (since the Bologna incept) entrepreneurship as course, or programme on undergraduate, graduate, postgraduate level introduced on all economics, management and tourism science institution
- Teaching staff and pedagogy
 - Scarcity of the teaching staff focused on entrepreneurship,
 - scarcity of the teaching material embedded in local businesses issues,
 - Scarcity of the teaching staff experienced in entrepreneurship and experiential teaching methods
- Governance system:
 - no chairs or Centres so far, initiative of the J.J. Strossmayer University through Tempus 2007 ICES project under way


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Benchmarking Entrepreneurship education in Croatia (2)

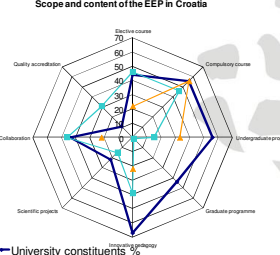
- Research base:
 - from the 1990s: Entrepreneurship paradigm; Entrepreneurship in macroeconomic perspective; Entrepreneurship in agriculture; technology...
- Quality assurance:
 - one ISO; few accreditations;
- Collaboration and networking:
 - visiting professors - a few;
 - students internationalization – low;
 - business adjunct faculty: limited;
 - student traineeship with local business – a few initiatives in Centres for entrepreneurship; business incubators, business – outside HEIs; technology transfer centres, business incubators – outside university

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Benchmarking Entrepreneurship education in Croatia (3)


Scope and content of the EEP in Croatia



— University constituents %
 — School of professional higher education %
 — Polytechnic %

- **SAMPLE:**
 - 31 higher education institution (economics, business schools, management, tourism)

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Challenges

- Accountability** - stronger "voice" of the stakeholders and stronger impact on the local (national) prosperity
- High profile institutions (Policy centre for SME development, National Competitiveness Council, Croatian Association of Employers)
 - Alumni organizations of the students in early stage of development
 - Adjunct faculty – administrative burdens
 - Business sector
- Authenticity** – stronger focus on the learning outcomes and employable skills
- Internships
 - Mentoring
 - Career counseling – tracking promotions of the graduated students
- Efficient Governance and monitoring**
- Internal evaluation implementation
 - External evaluation started in 2007/2008
 - Incentives for entrepreneurial universities

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Graduate Program in Entrepreneurship

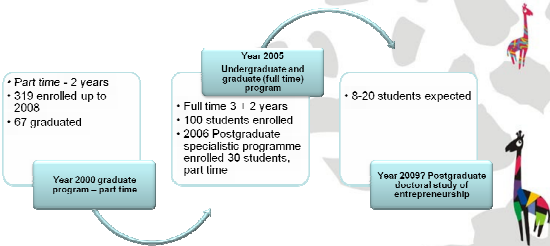
Josip Juraj Strossmayer University of Osijek
Department of Economics

• Mission of the program

To build country's leading non-traditional academic program/institution, which will, combining theory and practice, attract young enterprising people and help them generate entrepreneurial skills and behavior, which would contribute to the development of small and medium enterprises in Croatia.

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How it all began?



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Curricula design

Semester 1	Semester 2	Semester 3	Semester 4	Total NUMBER OF COURSES: Obligatory: 10 courses
Opportunity recognition Entrepreneurship from the policy perspective	New Ventures Financial Management for Entrepreneurs	Entrepreneurial Management Operational Management	Growth Strategies Competitiveness	
Entrepreneurial skills	Marketing for entrepreneurs			
SME in the EU	Financial reporting	Autentic Leadership	Franchise	Electives: Cca 26 courses
Presentation Skills	Business Intelligence	Support Systems in Decision Making Consultancy	Customer Relationship Management Non-profit Organization	
Entrepreneurship without Borders	E-business		Entrepreneurship	
Business Ethics	International Business and Logistics	Credit Rating	Sectoral Entrepreneurship: Family Farms; Hospitality industry; ...	
Creativity and Innovativeness	Information Systems for Entrepreneurs	Negotiations	Statistical methods in Market Research Financial Instruments	
		Family Business		

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Capacity

	Staff	Research – scientific base	Network
Entrepreneurship at Faculty of economics in Osijek	25 teachers	Growth potential	Centre for Entrepreneurship
	Guest speakers - entrepreneurs	Business risk assessment	Business incubator
	International advisory board	Entrepreneurial intent	Technology Development Centre
	Visiting professors	Regional competitiveness	CEPOR - policy center
	Alumni	Global entrepreneurship monitor	Micro credit agency
			Centre for franchising
			Family business forum

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Pedagogy

Theory: lectures, written exams, teaching materials on distance learning

Practice: case analysis, projects, competitions, interviews, guest speakers

Knowledge

Skills



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Students

Students profile	
Genre: % women	55%
Age	
Range	23 - 60
Average	30,5 godina
Education	
% students graduated from the economics	72%
% students graduated from other sciences	28%
Working experience	
% students with working experience before enrollment	89%
Entrepreneurial experience	
% of students who have entrepreneurial experience	23%
Most frequent number of years of ent. experience	2 years

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Reality check?

- **Graduation rate:**
 - Average: 30%
- **Internal evaluation:**
 - Questionnaire of students satisfaction with the course content, and teacher
 - Average grade of the courses on the first semester 4,24; average grade of the professors and teaching methods on the first semester 4,42 (on the scale 1- bad; 5- excellent)
- **External evaluation:**
 - In preparation;
 - Feb.2008: prof. Slavica Singer: UNESCO Chair in Entrepreneurship
- **Outreach:**
 - Alumni
 - Career counseling center
- **Impact:**
 - Prof. Singer – international expert and opinion maker in entrepreneurship;
 - Entrepreneurial mindset – tracked through promotions in the career of the graduated students
 - Venture start ups - Several startups of the graduated students
 - Counseling local business sector - internships in business incubator; consultancy in Centre for entrepreneurship; cooperation on the strategy formulation for the local authorities

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Thank you!

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