

SYLLABUS

1. Course title:

ENTREPRENEURSHIP IN COSMETOLOGY

2. Code:

3. Cycle of study:

I

4. ECTS credits:

5

5. Type of course:

Mandatory

6. Prerequisites:

None

7. Class restrictions:

None

8. Duration / semester(s):

1

6

9. Weekly contact hours and student workload:

	Semester (1)	Semester (2)	(for two-semester courses)	Workload: (hours)
9.1. Lectures	1	<input type="text"/>		Classes: 33,75
9.2. Seminars	3	<input type="text"/>		Individual work: 115,6
9.3. Laboratory / Practice classes	0	<input type="text"/>		In total: 149,4

10. Faculty:

Faculty of Pharmacy

11. Department/study program:

Cosmetology

12. Lecturer:

Bahrija Umihanić, PhD, Full Professor

13. Course aims:

- To help students understand the role and significance of entrepreneurship in developing the key competencies required to operate in a dynamic healthcare and economic environment
- To develop skills in critical thinking and creative, innovative behavior in identifying, recognizing, evaluating, and

implementing new ideas and opportunities needed in the profession to stimulate entrepreneurial activity and advance innovations in cosmetology
- To develop entrepreneurial capacity at the individual level for independently initiating and managing an entrepreneurial venture in cosmetology

14. Learning outcomes:

- Identifying various ways to develop the knowledge and skills that entrepreneurs in cosmetology need to possess, as well as the tasks and roles they perform, in order to encourage students to build on their specific expertise;
- Analyzing the nature of initiating the entrepreneurial process through the entrepreneur-entrepreneurial opportunity-required resources triangle;
- By developing key entrepreneurial competencies and adopting an entrepreneurial mindset, empowering students to manage the business-planning process and increase their chances of securing funding for their ventures earlier in their careers.

15. Course content:

1. Introduction to Entrepreneurship in Cosmetology
2. Developing Successful Business Ideas – Opportunity Recognition, Idea Generation, and Feasibility Analysis
3. Industry and Competition Analysis
4. Business Models in Cosmetology
5. Business Planning in Cosmetology
6. Moving from Idea to Entrepreneurial Firm in Cosmetology
7. Competencies, Human Resource Management, and Team Building in Cosmetology Business
8. Marketing Strategies for Cosmetology
9. Technology and Innovations in Cosmetology
10. Management, Growth, and Expansion Strategies for Cosmetology Businesses

16. Learning methods:

The following successful learning activities are planned:

- observation and reflection;
- creation of abstract concepts.

The most significant learning methods and techniques:

- lectures employing multimedia tools;
- active-learning techniques with active participation and discussion by students;
- the “case from practice” method;
- preparation and presentation of assignments and seminar papers.
- guest lecturers (successful entrepreneurs in the field of cosmetology, policy makers...)
- study visits to enterprises (field trip)

17. Assessment methods:

During the semester, as part of their pre-exam obligations, students take a test in which they demonstrate the knowledge they have acquired from thematic units 1 through 6 listed in Section 15 of this syllabus (“Course Content”). The test consists of multiple-choice questions and essay questions. A student can score from 0 to 20 points on the test. All students sit the test simultaneously, ensuring uniformity in both the level of knowledge being assessed and the testing conditions. As a second pre-exam obligation, students must complete an individual assignment—opportunity recognition and feasibility analysis of an idea—according to the instructions provided by the course instructor. This assignment is submitted in writing to the instructor for review and grading, and is then presented orally. A student can earn from 0 to 10 points for this individual assignment. The third pre-exam obligation is a seminar paper—the business-plan concept—which the student prepares based on instructions from the course instructor. The seminar paper is submitted in writing for review and grading, and is then presented orally. A student can earn from 0 to 20 points for the completed and presented seminar paper.

The final exam is conducted in written and/or oral form. On the final exam, the student answers three questions drawn from the course content covered in lectures, namely thematic units 7 through 10 listed in Section 15 of this syllabus (“Course Content”). The exam is passed if the student answers all three questions correctly. The maximum number of points on the final exam is 50.

To pass the course, a student must accumulate at least 54 cumulative points.

18. Assessment components:

The total number of points available is 100.

Pre-exam obligations.....	50
1. Test	20
2. Assignment – Opportunity recognition and feasibility analysis of an idea.....	10
3. Seminar paper – Business-plan concept	20

Final exam50

Grades are awarded in accordance with Article 107 of the Law on Higher Education of Tuzla Canton.

19. Mandatory reading list:

1. Barringer, B.R., Ireland, D.R.. (2010) **PODUZETNIŠTVO – Uspješno pokretanje novih poduhvata**, Off-Set, Tuzla.
2. Zubin, A. (2023). **Management, Leadership and Entrepreneurship in Pharmacy**. Pharmaceutical Press.

20. Additional reading list:

Internet sources, Case studies

21. Web sources:

22. Applicable from the academic year:

23. Adopted in the Faculty/Academy session: