



Univerzitet u Tuzli

Ekonomski fakultet

PODUZETNIŠTVO U TURIZMU

Školska 2019/2020 godina



Dr. sci. Bahrija Umihanić, red.prof.

- e-mail: bahrija.umihanic@untz.ba i bahrijau@bih.net.ba
- Kabinet: Ekonomski fakultet – kabinet broj 309
- **KONSULTACIJE**
- Utorak : **10:15 -12:00**



Dr. sci. Selma Smajlović

- e-mail: selma.smajlovic@untz.ba i selmasmajlovic12@gmail.com
- Kabinet: Ekonomski fakultet – kabinet broj 26B
- **KONSULTACIJE**
- Utorak : **10:15 -11:00**

Cilj predmeta

- Razumijevanje turizma iz perspektive poduzetništva.
- Stjecanje specifičnog znanja o procesu izgradnje uspješnog biznisa na temelju poslovnih ideja proisteklih iz korištenja poslovnih prilika u turističkoj djelatnosti (u hotelijerstvu, ugostiteljstvu, uslužnim djelatnostima, te specifičnim oblicima turizma).
- Razumijevanje nužnosti usklađivanja turističke ponude i institucionalnog okruženja savremenih trendova razvoja poduzetništva u turizmu.

Nastavne metode

- Predavanja,
- Vježbe,
- Prezentacije i rasprave na času,
- Gosti predavači (univerziteti nastavnici, menadžeri MSP-a)

Sadržaj nastavnog programa

- Uvod i teoriju i praksu poduzetništva
- Područja poduzetništva u turizmu



- Proces poduzetništva u turizmu (Uvod u poduzetništvo)
- Razvijanje uspješne poslovne ideje u turizmu (Prepoznavanje prilika i generiranje ideja)



- Razvijanje uspješne poslovne ideje u turizmu (Analiza izvodljivosti; Analiza privredne grane i konkurencije)



- Razvijanje uspješne poslovne ideje u turizmu (Razvijanje efikasnog poslovnog modela; Pisanje poslovnog plana/ poduzetničkog projekata)



- Pokretanje poduzetničkog poduhvata u turizmu



- Poduzetništvo u turističkoj destinaciji
- Poduzetništvo i inovacije u turizmu



- Trendovi od interesa za razvoj poduzetništva u turizmu
- Institucionalni okvir za razvoj poduzetništva u turizmu



- Karakteristike turističke ponude poduzetništva u turizmu
- Posjeta turističkoj destinaciji



- Posjeta preduzećima koja posluju u području turizma



Ocjenjivanje - elementi

PREDISBITNE OBAVEZE

50 poena

- Test 20 poena
- Individualni zadaci 10 poena
- Seminarski rad - koncept biznis plana 10 poena
- Grupni rad - studija slučaja 10 poena

ZAVRŠNI ISPIT

50 poena

Pismeni ili usmeni ispit

50 poena

Sistem ocjenjivanja

| Osvojen broj poena | Konačna ocjena (BiH) | (ECTS ocjena) |
|--------------------|---------------------------------|---------------|
| 0 – 53 | Pet (5) opisno „ne zadovoljava“ | F |
| 54 – 64 | Šest (6) opisno „dovoljan“ | E |
| 65 – 74 | Sedam (7) opisno „dobar“ | D |
| 75 – 84 | Osam (8) opisno „vrlo dobar“ | C |
| 85 – 94 | Devet (9) opisno „izvanredan“ | B |
| 95 – 100 | Deset (10) opisno „odličan“ | A |

Pomoć nastavnika

1

- **KONSULTACIJE**

- U kabinetu nastavnika prema rasporedu na oglasnoj ploči i web portalu
- Elektronskim putem- e-mail adresa profesora : bahrija.umihanic@untz.ba

2

- **POSTAVLJENJEM NASTAVNIH MATERIJALA**

- Web portal http://www.ef.untz.ba/web/stranice/bahrija_umihanic.htm

3

- **UPUTE ZA PISANJE INDIVIDUALNOG RADA**

- Uputstvo za pisanje 5 zadataka; Uputstvo za pisanje seminarskog rada
- Uputstvo za izradu biznis plana

4

- **LISTA PITANJA ZA PISMENI DIO ISPITA**

- ispit

5

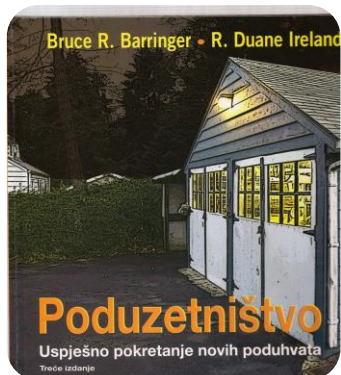
- **LISTA PITANJA ZA POLAGANJE ZAVRŠNOG (USMENOG) DIJELA ISPITA**

Obavezna literatura za pripremanje i polaganje ispita



UPRAVLJANJE RAZVOJEM TURIZMA I PODUZETNIŠTVA

Marko Bartoluci, Školska knjiga Zagreb, 2013.



PODUZETNIŠTVO – uspješno pokretanje novih poduhvata

Bruce R. Barringer i R. Duane Ireland
Off-Set Tuzla, 2010.

Prezentacije knjige –osnovna literatura

američkih autora Bruce R. Barringer & R. Duane Ireland 3/e
prevedeno sa engleskog jezika u organizaciji CENTRA ZA RAZVOJ PODUZETNIŠTVA Tuzla



DIO 1 ■ Odluka da se postane poduzetnik

Poglavlje 1 *Uvod u poduzetništvo*

DIO 2 ■ Razvijanje uspješnih poslovnih ideja

Poglavlje 2 *Prepoznavanje prilika i generiranje ideja*

Poglavlje 3 *Analiza izvodljivosti*

Poglavlje 4 *Pisanje poslovnog plana*

Poglavlje 5 *Analiza privredne grane i konkurencije*

Poglavlje 6 *Razvoj efikasnog poslovnog modela*

DIO 3 ■ Kretanje od ideje prema poduzetničkoj firmi

Poglavlje 7 *Priprema pravilne etičke i pravne osnove*

Poglavlje 8 *Procjena finansijske snage i održivosti novog poduhvata*

Poglavlje 9 *Stvaranje tima novog poduhvata*

Poglavlje 10 *Finansiranje novog poduhvata*

DIO 4 ■ Upravljanje i rast poduzetničke firme

Poglavlje 11 *Jedinstvena marketinška pitanja*

Poglavlje 12 *Važnost intelektualnog vlasništva*

Poglavlje 13 *Evaluacija i priprema za izazove rasta*

Poglavlje 14 *Strategije za rast firme*

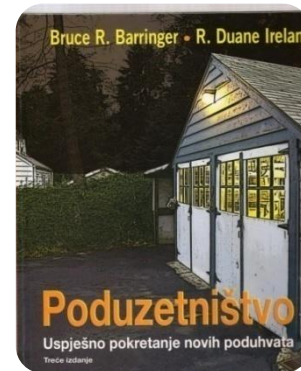
Poglavlje 15 *Franšizni sistem*

Specifični sadržaji knjige

- Fokus na prepoznavanje prilika i analizu izvodljivosti
- "Šta je pošlo krivo?"
- "Partnerstvo za uspjeh"
- "Poduzetnička firma za primjer"
- "Budi i ti ulagač rizičnog kapitala"
- 30 originalnih slučajeva na kraju svakog poglavlja
- 5 opsežnih slučajeva

Poželjno nositi na časove predavanja

1. Knjige




2. Svesku A4 formata (tvrdi uvez)



3. Ostale nastavne materijale koje preporučí profesor za određenu nastavnu jedinku

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Books > Business & Money > Small Business & Entrepreneurship

Entrepreneurship: Successfully Launching New Ventures (5th Edition) 5th Edition

by Bruce R. Barringer ▾ (Author), R. Duane Ireland ▾ (Author)

★★★★☆ ▾ 85 customer reviews

[Look inside](#) ▾



ISBN-13: 978-0133797190
ISBN-10: 0133797198
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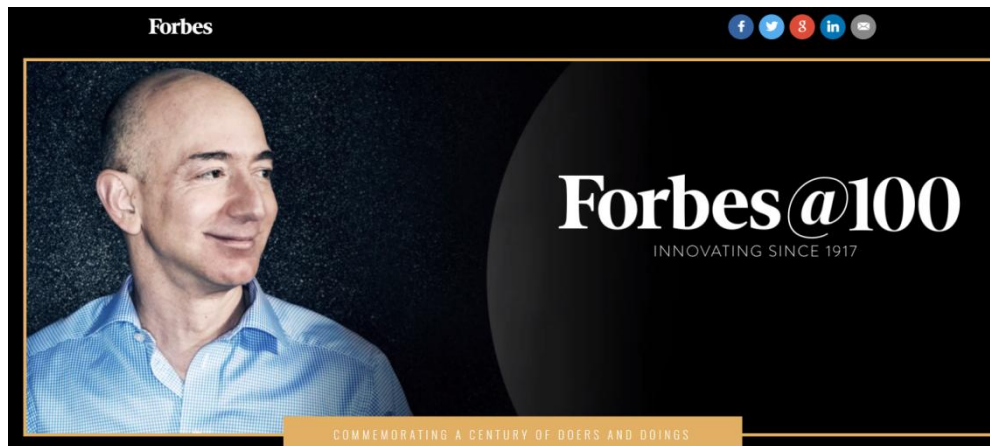
 Add to Cart

Turn on 1-Click ordering

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Najbogatiji ljudi na svijetu

<https://www.forbes.com>



- Osnivač Amazona. **Jeff Bezos** postao najbogatiji čovjek na svijetu
- | **27.07.2017. / 20:25**

Osnivač Amazona Jeff Bezos preuzeo je od Billa Gatesa titulu najbogatijeg čovjeka na svijetu s imovinom vrijednom **91.4 milijarde dolara**.

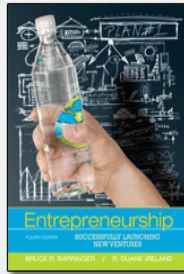
- Šta znamo o Bezosu?
- Ko su ostali najbogatiji ljudi na svijetu? Čime se bave? Kako su stekli bogatstvo? Po čemu su slični a po čemu različiti od drugih ljudi?

Dodatne informacije o sadržaju knjige

http://wps.prenhall.com/bp_barringer_entrep_4/211/54186/13871793.cw/index.html

The screenshot shows the top navigation bar of the Pearson Entrepreneurship website. It features the Pearson logo on the left, followed by the title 'Entrepreneurship' in a large, stylized font. Below the title, it says 'FOURTH EDITION' and 'SUCCESSFULLY LAUNCHING NEW VENTURES'. To the right, there is a green box with the text 'BARRINGER' and 'IRELAND'. Further right is a small image of a hand holding a water bottle with a blue and yellow cap. Below the navigation bar is a horizontal menu with 'Home' and 'Select Chapter:' followed by numbers 1 through 15. A 'Site Search:' field is located on the far right.

Welcome to the Companion Website for *Entrepreneurship: Successfully Launching New Ventures, 4/e.*



For Student Resources, select a chapter from the navigation bar above.

PEARSON

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Besplatan primjerak četvrtog izdanja knjige na engleskom jeziku u elektronskoj verziji za svakog studenta

POKLON PREDMETNOG NASTAVNIKA

Dodatne informacije o sadržaju knjige

http://wps.prenhall.com/bp_barringer_entrep_4/211/54186/13871793.cw/index.html

PEARSON **Entrepreneurship** BARRINGER
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Home | Select Chapter: | toc | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | Site Search:

Table of Contents

Entrepreneurship: Successfully Launching New Ventures, 4/e

 Expand All

 Collapse All

-  [Chapter 1: Introduction to Entrepreneurship](#)
-  [Chapter 2: Recognizing Opportunities and Generating Ideas](#)
-  [Chapter 3: Feasibility Analysis](#)
-  [Chapter 4: Writing a Business Plan](#)
-  [Chapter 5: Industry and Competitor Analysis](#)
-  [Chapter 6: Developing an Effective Business Model](#)
-  [Chapter 7: Preparing the Proper Ethical and Legal Foundation](#)
-  [Chapter 8: Assessing a New Venture's Financial Strength and Viability](#)
-  [Chapter 9: Building a New-Venture Team](#)
-  [Chapter 10: Getting Financing or Funding](#)
-  [Chapter 11: Unique Marketing Issues](#)
-  [Chapter 12: The Importance of Intellectual Property](#)
-  [Chapter 13: Preparing for and Evaluating the Challenges of Growth](#)
-  [Chapter 14: Strategies for Firm Growth](#)
-  [Chapter 15: Franchising](#)

Dodatne informacije o sadržaju knjige

http://wps.prenhall.com/bp_barringer_entrep_4/211/54186/13871793.cw/index.html

The screenshot displays the Pearson Entrepreneurship website interface. At the top, the Pearson logo is on the left, followed by the title "Entrepreneurship" in a large, stylized font. Below the title, it says "FOURTH EDITION SUCCESSFULLY LAUNCHING NEW VENTURES". To the right, the author's name "BARRINGER" and the location "IRELAND" are listed. A small image of a hand holding a glass bottle is visible. The main navigation bar includes a "Home" button, a "Select Chapter:" dropdown menu with a table of contents (TOC) showing chapters 1 through 15, and a "Site Search:" field with a "Go" button. The left sidebar contains a vertical menu with options: "Chapter 1: Introduction to Entrepreneurship", "Learning Objectives", "Chapter Quiz", "PowerPoints", "Web Resources", and "Profile". The main content area shows the breadcrumb "Home > Chapter 1 > Learning Objectives" and the heading "Learning Objectives". Below this, a paragraph states "After studying this chapter you should be ready to:" followed by a numbered list of 10 learning objectives.

PEARSON **Entrepreneurship** BARRINGER IRELAND

FOURTH EDITION SUCCESSFULLY LAUNCHING NEW VENTURES

Home Select Chapter: TOC 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Site Search: Go

Chapter 1: Introduction to Entrepreneurship

Learning Objectives

Chapter Quiz

PowerPoints

Web Resources

Profile

Home > Chapter 1 > Learning Objectives

Learning Objectives

After studying this chapter you should be ready to:

1. Explain entrepreneurship and discuss its importance.
2. Describe corporate entrepreneurship and its use in established firms.
3. Discuss three main reasons people decide to become entrepreneurs.
4. Identify four main characteristics of successful entrepreneurs.
5. Explain the five common myths regarding entrepreneurship.
6. Explain how entrepreneurial firms differ from salary-substitute and lifestyle firms.
7. Discuss the changing demographics of entrepreneurs in the United States.
8. Discuss the impact of entrepreneurial firms on economies and societies.
9. Identify ways in which large firms benefit from the presence of smaller entrepreneurial firms.
10. Explain the entrepreneurial process.

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Home Select Chapter: toc 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Site Search: Go

Chapter 1: Introduction to Entrepreneurship Home > Chapter 1 > Chapter Quiz

Learning Objectives

Chapter Quiz

PowerPoints

Web Resources

Profile

Chapter Quiz

This activity contains 22 questions.

1. **Entrepreneurial behavior typically requires all of the following EXCEPT:**

[Hint]

- invention of something new.
- willingness to take risks.
- drive.
- creativity.

2. _____ is the position of a firm on a continuum ranging from highly conservative to highly entrepreneurial.

[Hint]

- Risk tolerance
- Entrepreneurial intensity
- Inventiveness
- Organizational bureaucracy

3. **What is the most common reason given for why people choose to become entrepreneurs?**

[Hint]

- To make a lot of money.
- To escape the long hours associated with corporate jobs.

Dodatni izvori informacija relevantni za studiranje nastavnog gradiva - Web Resources

1

- <http://www.amazon.com/>

2

- <http://www.pearsonhighered.com/>

3

- http://wps.prenhall.com/bp_barringer_entrep_4/211/54186/13871793.cw/index.html

4

- <http://www.bplans.com/>

5

- <http://www.gemconsortium.org/>

6

- <http://www.cerpod-tuzla.org/>

7

- <http://www.businessnewsdaily.com/1999-great-business-ideas-2012.html>

Dodatne informacije o Biznis planu

<http://www.bplans.com/>

Palo Alto Software LivePlan Mplans Bplans Get an MBA-written business plan in 5 days. »

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BUSINESS IDEAS BUSINESS PLANNING PITCHING FUNDING STARTING MANAGING INDUSTRIES TOOLS LOG IN

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GROW

How Refinery29's Founders Built a \$500 Million Business on 1 Simple Idea

BY BARTIE SCOTT

After a decade of slowly honing its business model, this media brand has become



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SUCCESS

Elon Musk's Unexpected Secret for Pushing Through Fear

Informacije o prestižnom naučnom časopisu

<http://hbr.org/case-studies>

The screenshot displays the Harvard Business Review website's case studies section. At the top, there is a navigation bar with a menu icon, a search bar, and links for 'SUBSCRIBE', a shopping cart, and 'SIGN IN'. Below this, a horizontal menu lists categories: 'BOOKS', 'ARTICLES', 'CASE STUDIES' (highlighted in a light blue box), 'COLLECTIONS', 'TOOLS', and 'MAGAZINE ISSUES'. The Harvard Business Review logo is on the left. The main content area features a large blue graphic with the text 'Case Study' and a magnifying glass icon. To the right, the title 'Sir Alex Ferguson: Managing Manchester United' is displayed under the sub-header 'SALES & MARKETING CASE'. A brief description follows: 'Sir Alex Ferguson, the most successful manager in British football history, is preparing for the 2012-2013 season-his record-setting twenty-sixth as manager of one of the world's most decorated p...'. Below the description, the price '\$8.95' is shown next to a red 'ADD TO CART' button. To the right of the button are 'SAVE' and 'SHARE' icons. Navigation arrows are visible on either side of the main content area. At the bottom, a red banner contains the text '4/4 FREE ARTICLES LEFT > REGISTER FOR MORE | SUBSCRIBE + SAVE!' and the Harvard Business Review logo.

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Case Study

SALES & MARKETING CASE

Sir Alex Ferguson: Managing Manchester United

Sir Alex Ferguson, the most successful manager in British football history, is preparing for the 2012-2013 season-his record-setting twenty-sixth as manager of one of the world's most decorated p...

\$8.95

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Informacije o poduzetništvu mladih

<https://www.entrepreneur.com/topic/young-entrepreneurs>

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COACHING
FREE STRATEGY SESSION >>

Big Apple or Beantown? More and More Cities Are Competing for Silicon Valley's Crown.



JEFFREY HAYZLETT

⌚ 7 MIN READ



4 Tips From a 26-Year-Old Who Built a \$10 Million Consulting Business



JONATHAN LONG



The 6 Attributes Shared by Young Millionaires



PETER VOOGD



Finally: An Honest Portrayal of Entrepreneurship



ANDREW YANG

Državna agencija SAD-a za MSP-a i poduzetništvo

<http://www.sba.gov>

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HOW TO ORGANIZE YOUR SMALL BUSINESS STARTUP COSTS



1 2 3 4

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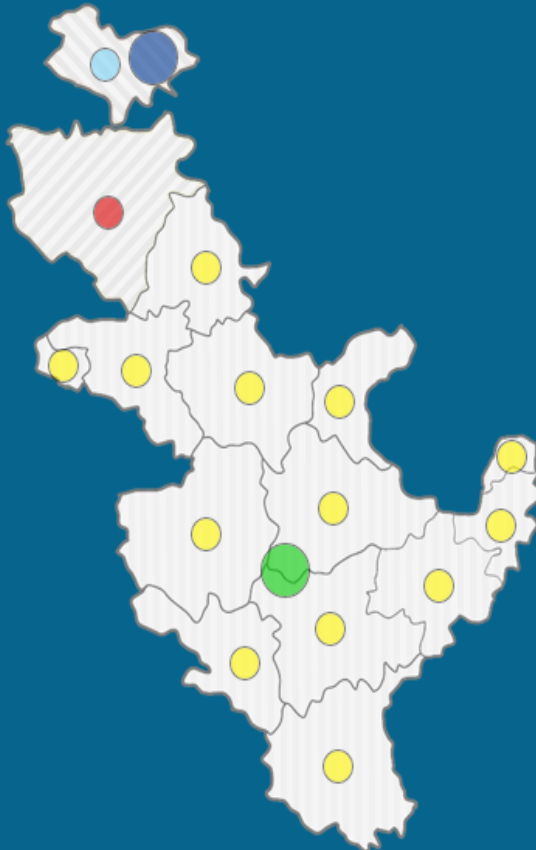
BLOGS:



Informacije o poduzetništvu na području Tuzlanskog kantona

<http://mrp.tk.gov.ba/>

INFO PULT ZA PREDUZETNIKE I INVESTITORE



Sve informacije o poslovnim mogućnostima i prilikama za investiranje u sjeveroistočnoj BiH

Odaberite lokaciju

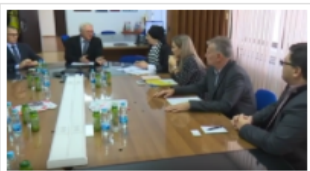


Informacije o poduzetništvu na području Tuzlanskog kantona

<http://mrp.tk.gov.ba/>

INFO PULT ZA PREDUZETNIKE I INVESTITORE

[Izbor lokacije](#) ▾ [Informacije](#) [Razvojni dokumenti](#) [Registracija](#) ▾ [Investiranje](#) ▾ [Finansiranje](#) ▾ [Baze podataka](#) ▾ [Zakonski okviri](#) ▾ [Kontakti](#)

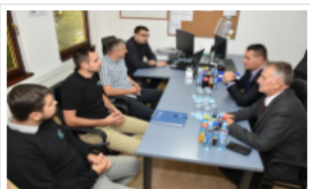


29.9.2017

Posjete stranim investitorima u sklopu Aftercare programa

U skladu sa ugovorom o saradnji između Vlade Tuzlanskog kantona i Međunarodne finansijske korporacije (IFC), članicom Grupacije Svjetske banke u okviru Projekta poboljšanja poslovnog okruženja...

[Pročitaj više](#)



22.9.2017

Nastavljena praksa podrške privrednicima

Posjetom kompaniji AHM iz Lukavca, premijer Tuzlanskog kantona Bego Gutić i ministar razvoja i poduzetništva Osman Puškar, nastavili su pružati podršku domaćem realnom sektoru i ...

[Pročitaj više](#)

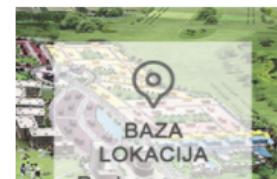


21.9.2017

Najava sastanaka u okviru Aftercare programa postinvesticione podrške stranim investitorima u BiH

U skladu sa ugovorom o saradnji između Vlade Tuzlanskog kantona i Međunarodne finansijske korporacije (IFC), članicom Grupacije Svjetske banke u okviru Projekta poboljšanja poslovnog okruženja...

[Pročitaj više](#)



Informacije o poduzetništvu u BiH, FBiH, TK

www.cerpod-tuzla.org/



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POZIV NA MOTIVACIONU RADIONICU

Objavljeno utorak, 13 Oktobar 2015 15:56

BIT Centar u saradnji sa partnerima na EU projektu „Jačanja poslovnog okruženja za više malih i srednjih poduzeća u Tuzli i susjednim općinama – BESt4SMEs“ organizuje edukativne aktivnosti u cilju razvoja poduzetničkih vještina i poduzetništva uopće u sektoru informaciono-komunikacionih tehnologija.

[OPŠIRNIJE...](#)

KALENDAR

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|----------------------|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |