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Online seminar on “Entrepreneurship based on added knowledge”

February 11th, 2021, 13h – 15:30h.

Subjects

- What is entrepreneurship
- Who is an entrepreneur
- What is an entrepreneurial opportunity
- What is economics
- The money
- Macroeconomics
- Microeconomics
- The price of the good from the seller's point of view
- The price of the good from point of view of the value for the buyer
- Monopoly (sustainable unfair competitive advantage)
- Marketing 4 + 3 P
- Creative problem solving
- Elements of the business model

Lecturer: Prof. dr Vojin Šenk

University of Novi Sad, Faculty of Technical Sciences

To register for the seminar, please use

