



UNIVERZITET U NOVOM SADU
UNESCO katedra za
studije preduzetništva

UNIVERSITY OF NOVI SAD
UNESCO Chair for
Entrepreneurial Studies



Info dan, 05. jun 2014.

Rektorat Univerziteta u Novom Sadu

Kako su u Novom Sadu spojeni nauka i tehnološki razvoj

Prof. dr Vojin Šenk



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ZNANJE

IDEJA

INVENCIJA

ISTRAŽIVAČ

INOVACIJA

BIZNIS





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- Preduzetništvo = umeće pokretanja nečeg novog.
- Poslovno preduzetništvo = pokretanje novog biznisa.
- Stvaralačko preduzetništvo = počinjanje biznisa zasnovanog na znanju



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Preduzetnik vs. Visokotehnološki preduzetnik





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Četiri stuba inovativnog poslovanja

- Odvažni kapital
 - Infrastruktura
 - Kreativna ideja koja ima tržište
 - Preduzetnička kultura
- *Michael Dertuozos, MIT Lab for Computer Science 1999*





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Preduzetnički Univerzitet u Novom Sadu





Šta se radi na UNSu za podršku inovativnim kompanijama

- NT Park
(101 Spin-off kompanija)
- EEN
- BINS
- Klasteri (VIKT and KKIV)
- UKSP: Preduzetništvo
(Modul visokih tehnologija)
- Saradnja sa SBAN
- Različiti projekti

НАЈБОЉА
! ТЕХНОЛОШКА
НОВАЦИЈА

poslovni inkubator Novi Sad





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UNIVERZITET
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studije predstavlja

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Entrepreneurship Studies





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Sveto trojstvo

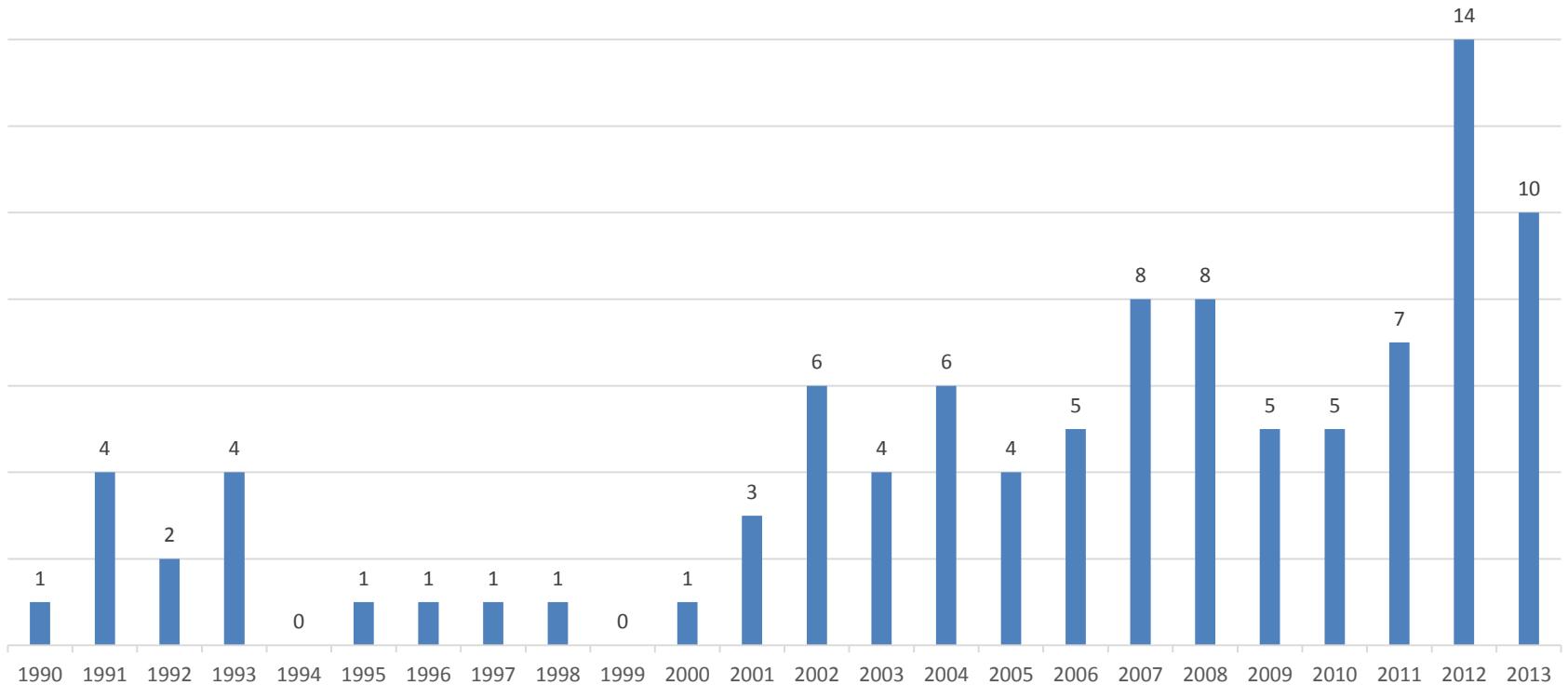






Kako smo stigli do 101

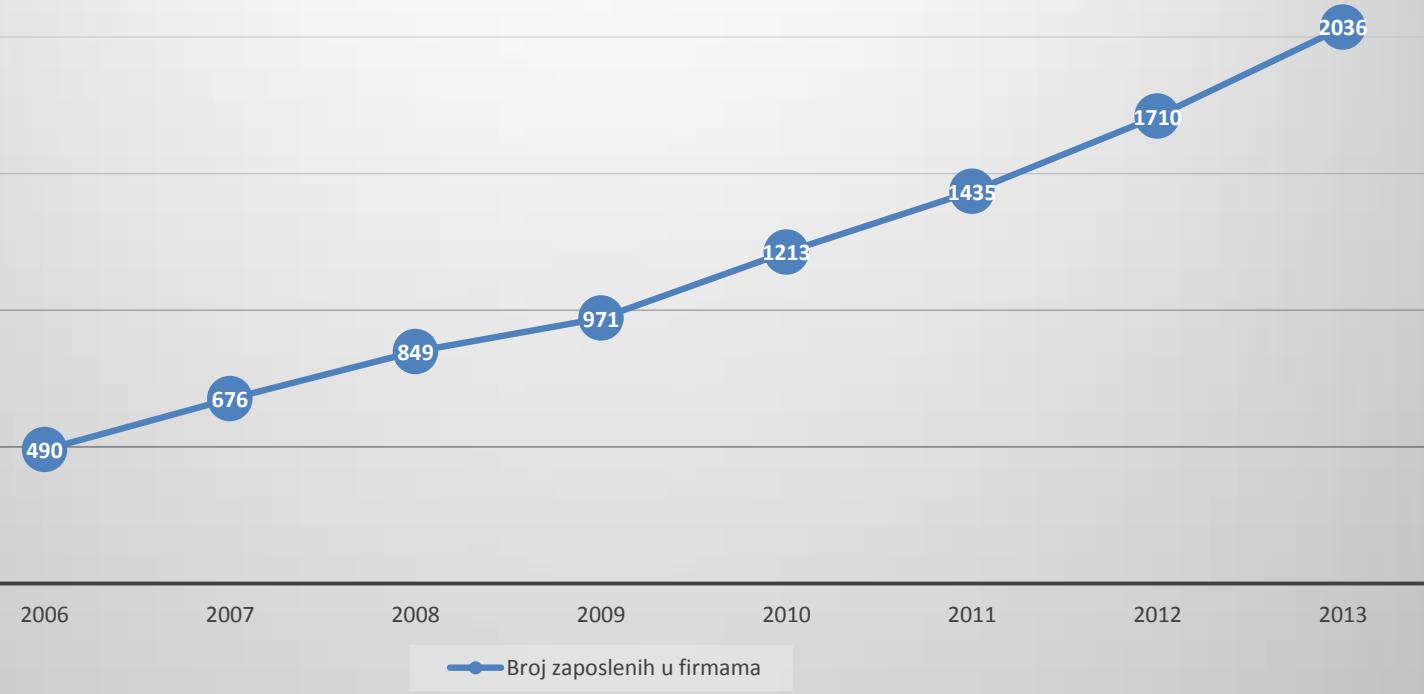
Broj osnovanih firmi po godinama





U naših 101 preduzeća...

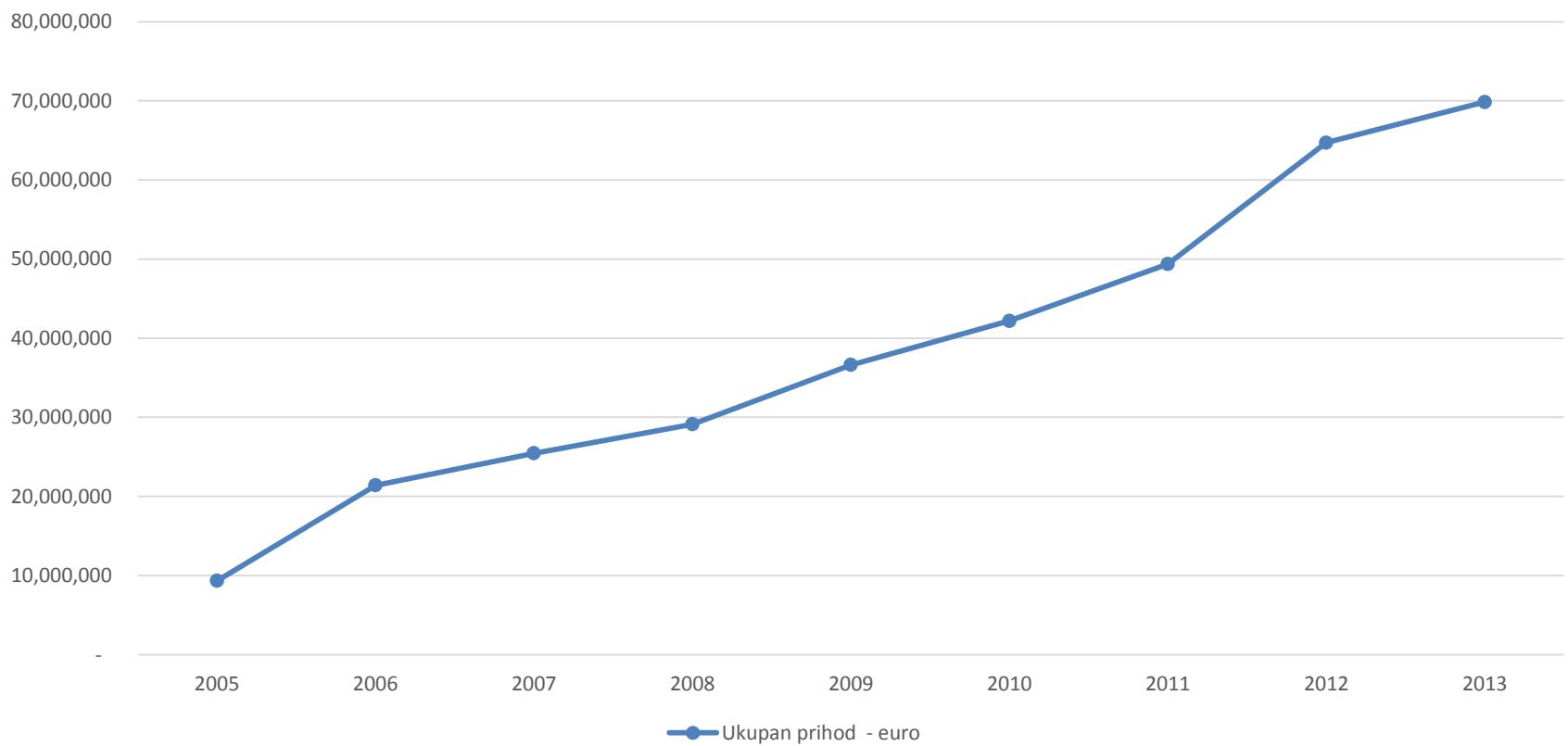
Broj zaposlenih u firmama





U naših 101 preduzeća...

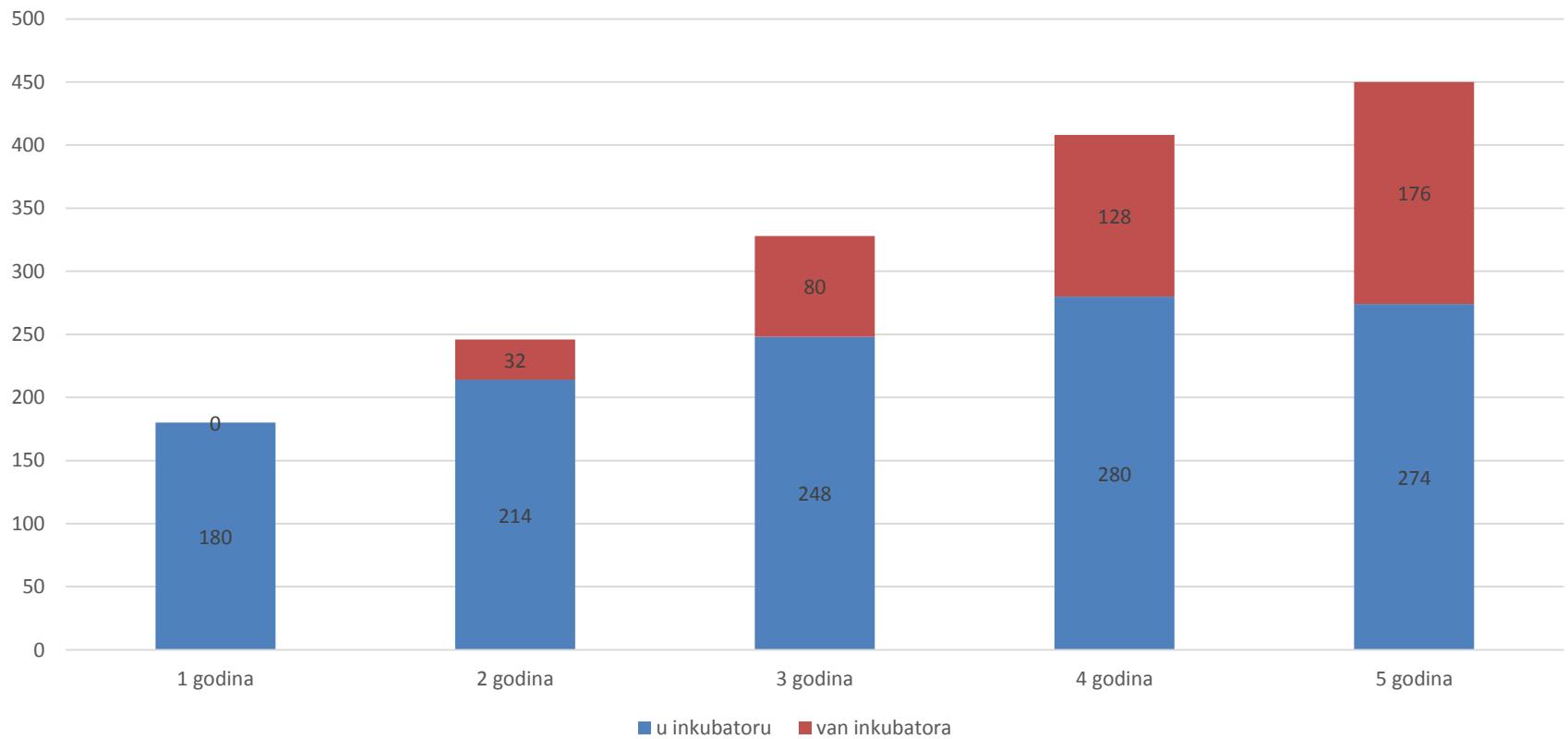
Ukupan prihod - eur





A šta planiramo u našem inkubatoru

Rast broja novostvorenih radnih mesta





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NTI - rezultati

- 75 novoosnovanih visokotehnoloških kompanija
- Baza sa 3990 inovatora / inovativnih kompanija u Srbiji
- 5.580 obučenih istraživača, visokotehnoloških kompanija, studenata, inovatora, itd.
- 529 BP i 176 MP
- 250 reczenzata
- 486 treninga
- 60,000,000 RSD u nagradnom fondu od resornog ministarstva
- 10,400,000 RSD nagrada sa druge strane

**Ukupan efekt ovih napora polako ali sigurno postaje
vidljiv.**



**НАЈБОЉА
ТЕХНОЛОШКА
НОВАЦИЈА**





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UNESCO Katedra

Master akademske studije preduzetništva

- Module visokih tehnologija

Treninzi:

- Kako kreirati tržište za svoju inovaciju?
- Kojom strategijom u inovativno poslovanje?
- Od identifikacije resursa do kreativnog rešavanja problema

The screenshot shows a website for the UNESCO Chair for Entrepreneurial Studies. On the left, a vertical menu lists: About the Chair, Studies, Projects, Trainings, Lectures, Library, Documents, Partners, Alumni, and Links. On the right, a section titled "Trainings" is displayed with three boxes:

- HOW TO PREPARE MYSELF FOR BUSINESS LIFE?**
Do you need to understand well what the employer requests? Would you like to learn to think strategically about your business life? Or you would like to find the way to manage your life? Do you want to know what your strengths and weaknesses are? Or you need to know how to communicate at different levels?
- HOW TO CREATE MARKET FOR YOUR OWN INNOVATION**
Do you need to understand and define well the novelty of your innovation? Would you like to be able to observe differently your market? Or you would like to find customers for your innovation? This training aims at enabling you to explore and develop a new or the existing market for your innovative products/services, to know how to reach your customers, to learn what they really want so as to gain their confidence when your product is concerned, and develop the best way of entering into market.
- FORMULATING THE STRATEGY FOR INNOVATIVE BUSINESS**
Do you need to understand and define well the strategy of taking your innovation into market? Would you like to learn how to think strategically? Or you simply want to find a way to enter into market unnoticed by

ONE STOP SHOP



education
partnership
business



Kako ovo ostvariti na drugim univerzitetima?

- Stvaranjem kulture
- Obukom
- Fizičkim smeštajem na istom mestu
- Finansiranjem
- Konsultacijama
- Promocijom
- ... i s malo sreće





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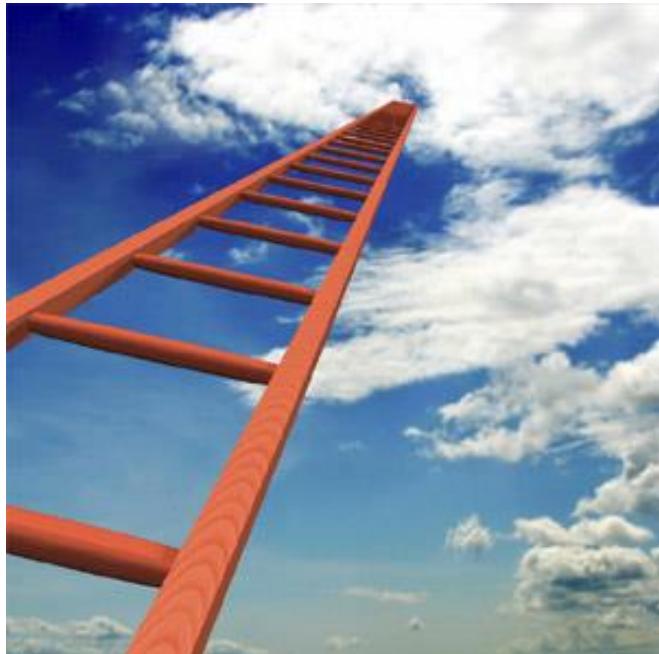
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Da li ste spremni da postanete preduzetnici?

Pronađete to u sebi...





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E, pa, hvala, valjda nisam
smorio (a nije da ne umem)!

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www.unescocchair.uns.ac.rs

unescochair@uns.ac.rs