



Course title	<b>Entrepreneurship and Small Business Management</b>	Instructor	<b>Determined later</b>
		Instructor's email address	
Semester	1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/>	ECTS credits	5/3
Academic year	2019/2020	Contact hours	15 <input type="checkbox"/> 30 <input checked="" type="checkbox"/>
Level	1-Bachelor <input checked="" type="checkbox"/> 2 - Master <input type="checkbox"/>	Language of instruction	English

<p><b>Learning outcomes and competencies</b></p> <p>Upon completion of the course, students will be able to demonstrate knowledge of the following topics:</p> <ol style="list-style-type: none"> <li>1. Understanding the dynamic role of entrepreneurship and small businesses</li> <li>2. Organizing and managing a small business</li> <li>3. Financial planning and control</li> <li>4. Forms of ownership for small business</li> <li>5. Business plan creation</li> </ol> <p>By the successful completion of this unit, students:</p> <ol style="list-style-type: none"> <li>1) will have basic skills in operations, finance, marketing and human resource management.</li> <li>2) will understand the different aspects of entrepreneurship.</li> <li>3) will be able to build on personal as well as external resources with a view to successfully launching and subsequently managing their enterprises,</li> <li>4) will have not only a definite idea as to which support/ developmental agency to look up and for what purpose, but also the necessary know-how and wherewithal for accessing their help.</li> <li>5) Will be able to apply newly learned business solutions at work</li> </ol>
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<p><b>Course contents</b></p> <ol style="list-style-type: none"> <li>1. Business Basics. Critical factors for starting a new enterprise</li> <li>2. Forms of ownership. Becoming an owner</li> <li>3. Analysis of the competitive environment</li> <li>4. Cost estimating and planning. Fixed and variable costs</li> <li>5. Break-even point</li> <li>6. Financial planning: Cash flow, Profit and loss statement, Balance sheet</li> <li>7. Sources of capital for entrepreneurs. Obtaining the right financing</li> <li>8. Developing an effective Business Plan</li> <li>9. Developing marketing strategies</li> <li>10. Building a team. Managing human resources</li> </ol>
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<p><b>Recommended reading</b></p> <ol style="list-style-type: none"> <li>1. Baron, R. A. (2014). Essentials of entrepreneurship: evidence and practice. Edward Elgar Publishing.</li> <li>2. Bygrave W.D., Zacharakis A., (2014). Entrepreneurship, Wiley&amp;Son.</li> <li>3. Byrd M.J, Megginson L.C. (2017), Small Business Management. AnEntrepreneur's Guidebook, McGraw-Hill, Irwin</li> <li>4. Kuratko D.F., (2017). Entrepreneurship: Theory, Process, and Practice. Cengage Learning.</li> </ol>
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### Teaching and learning methods

It is a team-based and project-oriented course. You will be divided into groups and remain within these groups in order to develop a business idea. The course requires a high level of commitment, diligent and continuous work, organizational skills and planning as well as profound dedication to your work as an individual as well as a member of your group. This means you should display an attitude of strong professionalism when it comes to sticking to agreed group deadlines, division of labour and quality of work. During the course, you will present ideas to peers who provide feedback. The course requires a high level of independence, time- and information management as well as an impeccable level of professionalism and work ethics. A mature approach to teamwork, efficient division of labour, adherence to clear timelines and deadlines is essential.

### Assessments methods

Course Evaluation:

1. Completed Business Plan - 300 points (35 %)
2. Business Plan Presentation - 50 points (6 %)
3. Homework - 200 points (24 %)
4. Quizzes - 100 points (12 %)
5. In-class activities and participation - 200 points (23%)

**Total 850 points**

The grading scale:

**%**

85-100	5,0 (Excellent)
75-84,99	4,5 (Above Average)
65-74,99	4,0 (Average)
55-64,99	3,5 (Below Average)
50 - 54,99	3,0 (Sufficient)
<50	2,0 (Failure)