



UNIVERSITY "ISA BOLETINI" IN MITROVICA

FACULTY OF ECONOMICS

Course Outline Model (Syllabus)		
Faculty:	Faculty of Economics	
Name of study program:	Business and Management	
Specialization:	Management and Entrepreneurship	
Level:	Bachelor	
The code of subject:		
Subject:	SMEs Management	
Subject Status:		Compulsory
Semester:	Winter	
Total hours:	2+1	
ECTS:	7	
Schedule / Hall		
Academic year:	II-nd Year, III-rd Semester	
Professor:	Prof. Ass. Dr. Filloreta KUNOVIKU DEMIRI	
Assistants:	Arif Krasniqi, PhDc	
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CONTENT OF SUBJECT	The importance of SMEs for economic development is irreversible, as long as they are considered the backbone of a country's economy. They make up the majority of businesses in global markets, contribute to economic growth and prosperity nationally, and are the main drivers of employment and innovation. This course will consider managing these essential contributors to global and national economies.
AIMS OF SUBJECT	The primary objective of this course is to inform students about the nature and importance of small and medium business in our society. In addition, include facts about SMEs, essential management skills, how to prepare a business plan, financial needs, marketing strategies, forms of ownership, planning, organization and management, feasibility analysis, financing, exclusivity, starting or acquiring a small business and other relevant areas related to this area.

EXPECTE D LEARNI NG OUTCOME S	<ul style="list-style-type: none"> ■ Upon completion of the course, students will be able to: <ol style="list-style-type: none"> 1. Describe the importance of small and medium business; 2. Critically analyze the characteristics, behavior and motivations of family-owned SMEs and reach informed conclusions about the future of SMEs; 3. Assess the nature of the business environment as it affects small family-owned small businesses and assess business opportunities and threats; 4. Apply practices for the daily management of SMEs and properly understand the management of SMEs; 5. Argue the importance of creativity and innovation for family-owned SMEs and for developing business opportunities; and 6. Develop a business plan for SMEs, incorporating the importance of financial planning, and contributing to marketing success. 																																
PROGR AM	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="285 686 448 749" style="text-align: center;">Weeks</th> <th data-bbox="448 686 1521 749" style="text-align: center;">Topic and Readings</th> </tr> </thead> <tbody> <tr> <td data-bbox="285 749 448 813">Week - I</td><td data-bbox="448 749 1521 813">Content and introduction to the course (Syllabus)</td></tr> <tr> <td data-bbox="285 813 448 876">Week - II</td><td data-bbox="448 813 1521 876">SMEs Definition</td></tr> <tr> <td data-bbox="285 876 448 939">Week - III</td><td data-bbox="448 876 1521 939">Entrepreneurship and Entrepreneur as a Creator of Small and Medium Enterprises</td></tr> <tr> <td data-bbox="285 939 448 1003">Week - IV</td><td data-bbox="448 939 1521 1003">Ideas, Motives and Entrepreneurship Types</td></tr> <tr> <td data-bbox="285 1003 448 1066">Week - V</td><td data-bbox="448 1003 1521 1066">Generating Entrepreneurial Ideas and Techniques</td></tr> <tr> <td data-bbox="285 1066 448 1129">Week - VI</td><td data-bbox="448 1066 1521 1129">Creation and Organization of SMEs</td></tr> <tr> <td data-bbox="285 1129 448 1193">Week - VII</td><td data-bbox="448 1129 1521 1193">First Colloquium</td></tr> <tr> <td data-bbox="285 1193 448 1298">Week - VIII</td><td data-bbox="448 1193 1521 1298">Business Planning</td></tr> <tr> <td data-bbox="285 1298 448 1362">Week - IX</td><td data-bbox="448 1298 1521 1362">Business Plan, Its Structure and Design Methodology</td></tr> <tr> <td data-bbox="285 1362 448 1425">Week - X</td><td data-bbox="448 1362 1521 1425">SWOT Analysis and Business Environment</td></tr> <tr> <td data-bbox="285 1425 448 1488">Week - XI</td><td data-bbox="448 1425 1521 1488">Marketing Plan, Market Analysis and Financial Analysis</td></tr> <tr> <td data-bbox="285 1488 448 1552">Week - XII</td><td data-bbox="448 1488 1521 1552">Barriers to Management and Growth of SMEs</td></tr> <tr> <td data-bbox="285 1552 448 1657">Week - XIII</td><td data-bbox="448 1552 1521 1657">Business environment and the role of governmental and non-governmental institutions</td></tr> <tr> <td data-bbox="285 1657 448 1763">Week - XIV</td><td data-bbox="448 1657 1521 1763">Summary lecture and Presentation of seminar papers, essays, field work, group work, etc.</td></tr> <tr> <td data-bbox="285 1763 448 1826">Week - XV</td><td data-bbox="448 1763 1521 1826">Second Colloquium</td></tr> </tbody> </table>	Weeks	Topic and Readings	Week - I	Content and introduction to the course (Syllabus)	Week - II	SMEs Definition	Week - III	Entrepreneurship and Entrepreneur as a Creator of Small and Medium Enterprises	Week - IV	Ideas, Motives and Entrepreneurship Types	Week - V	Generating Entrepreneurial Ideas and Techniques	Week - VI	Creation and Organization of SMEs	Week - VII	First Colloquium	Week - VIII	Business Planning	Week - IX	Business Plan, Its Structure and Design Methodology	Week - X	SWOT Analysis and Business Environment	Week - XI	Marketing Plan, Market Analysis and Financial Analysis	Week - XII	Barriers to Management and Growth of SMEs	Week - XIII	Business environment and the role of governmental and non-governmental institutions	Week - XIV	Summary lecture and Presentation of seminar papers, essays, field work, group work, etc.	Week - XV	Second Colloquium
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LITERATURE	<p>Basic literature:</p> <ol style="list-style-type: none"> 1. Besnik Krasniqi (2012): Entrepreneurship and Small Business in Kosovo, Nova Science Publisher, New York, USA. <p>Supplementary literature:</p> <ol style="list-style-type: none"> 1. David Stokes and Nick Wilson: Small Business Management and Entrepreneurship, 6th edition, 2010 2. Mathias Fink and Sascha Kraus: The management of Small and Medium Enterprises, Routledge Studies in Small Business, 2009 3. Alkis Thrasou, Demtris Vrontis, Yaakov Weber, S.M. Riad Shams and Evangelos Tsoukatos: The Changing Role of SMEs in Global Business, Palgrave Macmillan, 2020 																																												
TEACHING METHODOLOGY	<p>Within this semester are foreseen 15 Weeks with 2 hours of lectures and 1 exercises (seminars and discussions), as well as two colloquies which are held within the 15 planned lectures (weeks 7 and 15). Random studies and homework are given after each lecture for students in order for students to study and research at the time of their own studies.</p> <p>The results from such activities are presented and discussed in the following week. Students are encouraged to follow current economic developments by reading articles, economic papers and other relevant materials. They can identify the next issues / topics for discussion from such readings. Essays prepared by students will also be discussed as well as individual and group presentations encouraged.</p>																																												
STUDENT LOAD ON THE SUBJECT	<p>Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)</p> <table border="1"> <thead> <tr> <th>Activity</th><th>Hours</th><th>Day/Week</th><th>Total</th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>2</td><td>15 weeks</td><td>30</td></tr> <tr> <td>Exercise sessions - theoretical</td><td>1</td><td>15 weeks</td><td>15</td></tr> <tr> <td>Field exercises</td><td>1</td><td>1 weeks</td><td>15</td></tr> <tr> <td>Practical work</td><td>2</td><td>2 weeks</td><td>4</td></tr> <tr> <td>Consultation with the professor / assistant</td><td></td><td></td><td></td></tr> <tr> <td>Colloquiums / seminars</td><td>5</td><td>15 weeks</td><td>75</td></tr> <tr> <td>Independent tasks (work)</td><td>5</td><td>6 weeks</td><td>30</td></tr> <tr> <td>Student self-study time (in library or at home)</td><td>/</td><td>/</td><td>/</td></tr> <tr> <td>Final exam preparation</td><td>2</td><td>5 weeks</td><td>10</td></tr> <tr> <td>Total</td><td></td><td></td><td>179 hours = 7 ECTS</td></tr> </tbody> </table>	Activity	Hours	Day/Week	Total	Lectures	2	15 weeks	30	Exercise sessions - theoretical	1	15 weeks	15	Field exercises	1	1 weeks	15	Practical work	2	2 weeks	4	Consultation with the professor / assistant				Colloquiums / seminars	5	15 weeks	75	Independent tasks (work)	5	6 weeks	30	Student self-study time (in library or at home)	/	/	/	Final exam preparation	2	5 weeks	10	Total			179 hours = 7 ECTS
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EVALUATION	<p>Evaluation methods</p> <p><u>Evaluation in %</u></p> <p>I-st test.....25% II-nd test.....25% Class avtivity.....10% Seminar work.....10% Final exam.....30%</p> <p>Shkallët e notave :</p> <p>Less than 50 – grade 5 (five) 51-60 % - grade 6 (six) 61-70 % - grade 7 (seven) 71-80 % - grade 8 (eight) 81-90 % - grade 9 (nine) 91-100 % - grade 10 (ten)</p>
ACADEMIC POLICIES	<p>Students are expected to attend lectures regularly. They are also expected to be active in individual and group lectures, seminars and discussions. The professor is available for individual consultation. Students are required to read literature before each lecture. The student is obliged to attend lectures and exercises. Plagiarism and copying in exams are punishable under the university's statute and other regulations. The code of conduct applies to both students and teachers.</p>

Mitrovica
December 2021

Subject teaching professor:

Prof. Ass. Dr. Filloreta Kunoviku Demiri

(Signature)