



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	
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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 SYBJECT	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.

<p>EXPECTED LEARNING OUTCOMES</p>	<p>■ Upon completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. <u>Describe</u> the importance of small and medium business; 2. <u>Critically</u> analyze the characteristics, behavior and motivations of family-owned SMEs and reach informed conclusions about the future of SMEs; 3. <u>Assess</u> the nature of the business environment as it affects small family-owned small businesses and assess business opportunities and threats; 4. <u>Apply</u> practices for the daily management of SMEs and properly understand the management of SMEs; 5. <u>Argue</u> the importance of creativity and innovation for family-owned SMEs and for developing business opportunities; and 6. <u>Develop</u> a business plan for SMEs, incorporating the importance of financial planning, and contributing to marketing success. 	
<p>PROGRAM</p>	<p>Weeks</p>	<p>Topic and Readings</p>
	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

LITERATURE	<p>Basic literature:</p> <p>1. Besnik Krasniqi (2012): Entrepreneurship and Small Business in Kosovo, Nova Science Publisher, New York, USA.</p> <p>Supplementary literature:</p> <p>1. David Stokes and Nick Wilson: Small Business Management and Entrepreneurship, 6th edition, 2010</p> <p>2. Mathias Fink and Sascha Kraus: The management of Small and Medium Enterprises, Routledge Studies in Small Business, 2009</p> <p>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</p>																																																
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	<table><tr><th colspan="4">Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)</th></tr><tr><th>Activity</th><th>Hours</th><th>Day/Week</th><th>Total</th></tr><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></table>	Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)				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	Evaluation methods <u>Evaluation in %</u> I-st test.....25% II-nd test.....25% Class activity.....10% Seminar work.....10% Final exam.....30% Shkallët e notave : 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)
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)