

SYLLABUS

Basic data of the subject			
Academic unit	Faculty of Management		
Subject	Small and Medium Enterprises		
Level	Bachelor		
Course status	Mandatory		
Year of studies	III		
Semester	VI		
Number of hours per week	3		
Value of credits - ECTS	4		
Time/ Location	USHAF		
Course lecturer	Prof. Ass. Dr. Arta Jashari		
Contact details	Arta.Jashari@ushaf.net		
Course description			
	The course is structured to convey to students the importance of SMEs for the country's economy, scientific literature discusses the topics - Definition of SMEs; Specifics of small and medium businesses, the importance of SMEs, innovations and SMEs, SMEs and job creation, Entrepreneurship and entrepreneurship, SME environment, SME areas of action, trends of development of some forms of Entrepreneurship, Forms of SME organization, SME ownership, Commitments and Process of SME creation, Business Planning; Business plan and its importance, as well as other topics related to Enterprises and the Entrepreneur as the process carrier,		
Course objectives			
	The aim of this course is to prepare students for the labor market and to create a leader in the field of entrepreneurship, the aim of the course is to acquaint students with the rationale of SME activity in local economies, which are considered in many countries as a source of development, , employment and state support with taxes and other contributions,		
Expected learning outcomes			
	<p>At the end of the course, the student will be ready to:</p> <ul style="list-style-type: none"> • Gain knowledge about the importance of SMEs in the country's economy, • Understand the specifics of small and medium businesses, • Clearly demonstrate practices for the day-to-day running of SMEs • Implement proper management of SMEs. • Coordinated teams in human resource management, investment, pricing and marketing. • Developed a basic business plan for SMEs • Improved problem solving ability • To be competent for teamwork in the enterprise, 		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15

Internship			
Contacts with teacher / consultations			
Field exercises			
Midterm, seminars and projects.	2	2	4
Homework	1	5	5
Studying (at the library or at home)			30
Final preparation for the exam	1	5	5
Time spent on evaluation (tests, quiz and final exam)	3	2	6
Projects and presentations	1	5	5
Total			100
Teaching methodology			
	Teaching will be carried out through lectures, practical assignments, individual and group interpretations, seminars, periodic self-assessments, etc. All this will be realized in the theoretical and practical aspect by presenting the materials in audiovisual form through electronic technology with Windows Office programs. In theoretical terms, general scientific knowledge based on contemporary literature will be provided. The practical part will be realized mainly through concrete examples from the literature and from the practical knowledge of private and public manufacturing enterprises and non-profit organizations. In this way, the creation of interactive professor-student and student-student relations will be aimed.		
Assessment methods			
	10 points – attendance and activity 10 points – activity, seminar paper, research project 80 pike – two tests or final exam The student has the right to take the final exam (written or oral) which contains open ended questions, closed questions and multiple choice questions. The student passes the exam if he / she accumulates 50 points from all the evaluation criteria,		
Teaching tools			
	Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.		
Theory vs. practice ratio			
	70% - Theory 30% - Practical exercises		
Literature			
Basic literature			
	1. M.Mustafa, E,Kutllovci, B.Krasniqi -Biznesi i Vogël dhe i Mesëm; Botuar në 2006; Riinvest 2. Ilan Bijaoui, 2017, SMEs in an Era of Globalization: International Business and Market Strategies		
Additional literature			
	1. Thilo Rensmann, 2017, Small and medium-sized enterprises in international economic law 2. OECD, 2017, Small, Medium, Strong : trends in SME Performance and Business Conditions 3. David Campbell & Tom Craig - Organisations and the Business Environment, second edition		

	1. Ian Worthington and Chris Britton - The Business Environment, fifth edition
Designed learning plan	
Week	Lecture to be held
Week one	Definition of SMEs; Specifics of small and medium businesses, the importance of SMEs, innovations and SMEs, SMEs and job creation General knowledge of the business environment
Week two	Entrepreneurship and entrepreneurship as creators of SMEs; Definition of Entrepreneurship and Entrepreneurship, SME Environment, SME Areas of Action, Development Trends of Some Forms of Entrepreneurship External environment analysis Literature: Small and Medium Business; Published in 2006; Riinvest, p. 38-51 Proper Entrepreneurship Skills
Week three	Creation and organization of SMEs; Forms of SME organization, ownership of SMEs, Individual business, partnerships, corporations, cooperatives, legal responsibility of SMEs. Internal environment analysis
Week four	Creation and organization of SMEs; Joint investments as a form of business creation, Franchise, business registration Literature: Small and Medium Business; Published in 2006; Riinvest, p. 63-69
Week five	Commitments and the process of creating SMEs; Motives, Strengths and Weaknesses, Personal Demands and Skills; Identifying Business Ideas, Evaluating a Business Opportunity, Brainstorming Ideas, Methods of Selecting Business Ideas. Literature: Small and Medium Business; Published in 2006; Riinvest, p. 70- 80
Week six	Assessment of knowledge - The first test,
Week seven	Business planning; Business plan and its importance, content and elements of the business plan, drafting the business plan. Objectives of environmental analysis Literature: Small and Medium Business; Published in 2006; Riinvest, p. 82- 87, 152-153,
Week eight	Business plan and its structure; existing business analysis, business presentation, competitive position analysis, objectives, market analysis, market research, customer definition, market segmentation, competition analysis, marketing plan. Literature: Small and Medium Business; Published in 2006; Riinvest, p. 88- 103
Week nine	Operations Plan - Technological Analysis; Technology plan, cost identification, investment identification. Java 11 Financial Analysis; Cash Flow, Success-Loss Statement, Balance Sheet Literature: Small and Medium Business; Published in 2006; Riinvest fq. 126- 141
Week ten	Indicators of financial success; Interpretation of financial indicators. Political, economic and socio-cultural environment. Literature: Small and Medium Business; Published in 2006; Riinvest fq. 142- 151

Week eleven	Management and organizational structure of SMEs; forms of working capital and asset financing, financial management, factors influencing SME growth. Literature: Small and Medium Business; Published in 2006; Riinvest fq. 155- 165
Week twelve	Business environment and the role of institutions in SME development; government policies, international experiences. Literature: Small and Medium Business; Published in 2006; Riinvest, p. 168- 176
Week thirteen	The role of governmental and non-governmental institutions in the development of SMEs - Repetition of legalized material,
Week fourteen	Presentations by students
Week fifteen	Assessment of knowledge - The second test,
Academic policies and rules of conduct	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	