

<b>Basic data of the subject</b>	
<b>Academic unit:</b>	<b>Faculty of Management</b>
<b>Subjec title:</b>	<b>Small and Medium Business and Business Enviorment</b>
<b>Level:</b>	<b>Bachelor</b>
<b>Status of the subject:</b>	<b>Elective</b>
<b>Year of study:</b>	<b>III</b>
<b>Number of hours per week:</b>	<b>4</b>
<b>ECTS:</b>	<b>5</b>
<b>Time / location:</b>	
<b>Professor:</b>	<b>Lect.Arta Jashari-Goga</b>
<b>Contact:</b>	<a href="mailto:arta.jashari@ushaf.net">arta.jashari@ushaf.net</a>
<b>Discription of the subject:</b>	
	<p>This course presents both theoretical and practical aspects of the economic impact of SMEs, with a focus on: Entrepreneurship Understanding, Establishment, Establishment and Development of SMEs, Enterprise and Economic Development, Importance of SMEs for the Economy, Business and Ownership, SMEs in relation to Profitability, Competitiveness, SME Generation Ideas, Business Plan, SME Management Specifications, Government Policies to SMEs, Enterprise in relation to Customer Satisfaction, SMEs and Social Issues, Enterprises and Image or Reputation, Basic Forms of Ownership on Business, Individual Enterprises, Partnerships, Joint-ventures etc.</p> <p>Knowledge of the Macro Environment, the Middle Environment and the Micro Environment. Analysis of external factors (PESTLE). Analysis and evaluation of political, economic, social (social), technological, legal and environmental (ecological) factors. Application of the SWOT method for recognition and evaluation of remote environment elements, industry environment and operating environment.</p>
<b>Prupose of the subject:</b>	
	<p>The purpose of this course is that students:</p> <p>Understand the role and the importance of SMEs in the Economy.</p> <p>Learn about generating and selecting business ideas.</p> <p>Learn about the Challenges faced by an SMEs.</p> <p>Benefit in understanding key concepts and the definition small and medium enterprises.</p>

	<p>Learn about the challenges that follow the role of an entrepreneur in a small or new enterprise. Learn about assessing the benefits and costs associated with starting and operating a business.</p> <p>To analyze the Business Environment where the SMEs operate.</p> <p>Learn how to act responsibly and productive in a business environment where job requirements are changing.</p> <p>Learn about setting achievable goals.</p>		
<b>Expected learning outcome:</b>	<p>After completing this course students will earn:</p> <ul style="list-style-type: none"> <li>• Basic knowledge of small and medium enterprises,</li> <li>• Knowledge of the importance of SME for the country's economy,</li> <li>• Basic facts about the way in which SMEs operate,</li> </ul>		
<b>Contribution to the student's learning (which should correspond to the student's learning outcomes)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/week</b>	<b>Total</b>
Lectures	2	15	30
Theoretical/laboratory exercises	1	15	15
Practical work	1	15	15
Contacts with the professor/consultations	1	8	8
Other exercises	-	-	-
Test/ seminars	2	2	4
Homework	1	15	15
Student study time (in library or at home)	1	10	10
Final preparation for examination	1	15	15
Time spent on assessment (tests, quiz, final exam)	1	10	10
Projects, presentations	1	2	2
<b>Total</b>			<b>125 hour</b>
<b>Teaching methodology:</b>	<p>Teaching will be conducted through lectures, practical tasks, individual and group interpretations, seminars, periodic assessments, and so on. All these will be realized in theoretical and practical terms by introducing audiovisual materials through electronic technology with Windows Office programs. Theoretically, general scientific knowledge will be provided, based on contemporary literature. The practical part will</p>		

	mainly be implemented through concrete examples from literature and practical knowledge to private and public manufacturing enterprises and non-profit organizations. In this way, the aim is to create interactive professor-student relations as well as student-student relations.
<b>Assessment methods:</b>	Analysis and discussion of case studies 10 points Research project: 10 points Texts I 40Pike Texts II 40Pike Total: 100 points Evaluation of the final exam, estimated at 80% of success, with a further building of the grade final with the other high criteria highlighted.
<b>Literature</b>	
<b>Basic literature:</b>	1. M.Mustafa, E,Kutllovci, B.Krasniqi -Small and medium business; 2006; Riinvest
<b>Additional literature:</b>	1. Organisations and the Business Environment, David Campbell & Tom Craig, second edition 2.The Business Environment, Ian Worthington and Chris Britton, fifth edition
<b>Described Learning Plan:</b>	
<b>Weeks</b>	<b>Lecture</b>
<i>First week:</i>	Definition of SMEs; Small and medium business specifics, the importance of SMEs, innovations and SMEs, SMEs and job creation General knowledge of the business environment
<i>Second week:</i>	Entrepreneurship and entrepreneurship as a creator of SMEs; Entrepreneurship and Entrepreneurship Definition, SME Environment, SME Action Areas, Trends of Developing Some Entrepreneurship Forms External environmental analysis
<i>Third week:</i>	Creation and organization of SMEs; Forms of SME Organization, SME Ownership, Individual Business, Partnership, Corporations, Cooperatives, Legal Responsibility of SMEs. Analysis of the internal environment
<i>Fourth week:</i>	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
<i>Fifth week:</i>	Commitments and the process of creating SMEs; Motives, Advantages and Weaknesses, Personal Inquiries and Skills; Identifying Business Ideas,

	Evaluating a Business Opportunity, BrainStorming Ideas, Business Idea Selection Methods.
<b>Sixth week:</b>	<b>Knowledge Assessment - The First Test</b>
<b>Seventh week:</b>	Business planning; The business plan and its importance, content and elements of the business plan, drafting a business plan. Objectives of environmental analysis
<b>Eighth week:</b>	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.
<b>Ninth week:</b>	Operational Plan - Technological Analysis; Technology Plan, Expenditure Identification, Investment Identification. Java 11 Financial Analysis; Cash Flow, Statement of Loss, Balance Sheet
<b>Tenth week:</b>	Financial Success Indicators; Interpretation of Financial Indicators The political, economic and socio-cultural environment.
<b>Eleventh week:</b>	Management and organizational structure of SMEs; forms of working capital and asset financing, financial management, factors that influence the growth of SMEs.
<b>Twelfth week:</b>	The business environment and the role of governmental and non-governmental institutions in the development of SMEs; government policies, international experiences.
<b>Thirteenth Week:</b>	Analysis of case studies
<b>Fourteenth Week:</b>	Presentation by students
<b>Fifteenth week:</b>	Knowledge Assessment - The second Test
<b>Academic Policies and Rules of Conduct:</b>	
<i>Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.</i>	