

Basic data of the subject	
Academic unit	Faculty of Management
Program	Business Management and Entrepreneurship
Subject	Small and Medium Enterprises
Level	Bachelor
Course status	Obligatory
Year of studies	III
Semester	VI
Number of hours per week	3
Value of credits - ECTS	4
Time/ Location	UASF
Course lecturer	
Contact details	
Course description	
	The course is structured to convey to students the importance of SMEs for the country's economy, the scientific literature elaborates on the topics - Definition of SMEs; The specifics of small and medium-sized businesses, the importance of SMEs, innovations and SMEs, SMEs and job creation, Entrepreneurs and entrepreneurship, the environment of SMEs, areas of action of SMEs, trends of the development of some forms of Entrepreneurship, Forms of organization of SMEs, ownership of SMEs, Commitments and Process of creation of SMEs, Business Planning; The business plan and its importance, as well as other topics related to Enterprises and the Entrepreneur as the bearer of the process,
Course objectives	The purpose of this course is for students to prepare for the labor market and to become leaders in the field of entrepreneurship, the objective of the course is to inform students of the reasonableness of SME activity in the local economy, which are considered in many countries as a source of development. , employment and support for the state with taxes and other contributions,
Expected learning outcomes	At the end of the course, the student will be ready to: <ul style="list-style-type: none"> • Gain knowledge about the importance of SMEs in the country's economy,

	<ul style="list-style-type: none"> • I understand the specifics of small and medium businesses, • I clearly demonstrate practices for the daily management of SMEs • Right implementation of the management of SMEs. • Coordinated the management of human resources, investments, pricing and marketing in teams. • Developed a basic business plan for SMEs • Improved problem solving ability • To be competent for teamwork in the company,
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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 take place through lectures, practical tasks, individual and group interpretations, seminar work, 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 the theoretical aspect, general scientific knowledge will be offered, based on contemporary literature. The practical part will mainly be realized through concrete examples from the literature and from practical knowledge of private and public manufacturing enterprises and non-profit organizations. In this way, the creation of
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	interactive professor-student and student-student relationships will be aimed.
Assessment methods	Evaluation method (Criteria): <ul style="list-style-type: none"> • 10 points - engagement in lectures and attendance, • 10 points - activity, seminar paper (colloquiation), research project, • 80 points - from two written tests or the final exam, The student has the right to directly undergo the Exam Test (written/oral test) - the test contains open, closed and alternative questions, The student passes the exam if he collects 50 points from all evaluation criteria,
Teaching tools	Laptop, projector, whiteboard, wireless, the Internet, Kahoot!, Quizlet, MS Teams, instruments for skill evaluation, etc.
Theory vs. practice ratio	70% Theory 30% Practice work with case studies, examples and practical assignments.
Literature	
Basic literature	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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 4. Ian Worthington and Chris Britton - The Business Environment, fifth edition
Designated learning plan	
Week	Lecture
Week one	Definition of SMEs; The specifics of small and medium-sized 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 the entrepreneur and entrepreneurship, the environment of SMEs, the fields

	<p>of action of SMEs, the development trends of some forms of Entrepreneurship</p> <p>Analysis of the external environment</p> <p>Literature: Small and Medium Business; Published in 2006; Reinvest, p. 38-51 Necessary Skills for Entrepreneurs</p>
Week three	<p>Creation and organization of SMEs; Forms of organization of SMEs, ownership of SMEs, individual business, partnership, corporations, cooperatives, legal responsibility of SMEs.</p> <p>Analysis of the internal environment</p>
Week four	<p>Creation and organization of SMEs; Joint investments as a form of business creation, Franchising, business registration</p> <p>Literature: Small and Medium Business; Published in 2006; Reinvest, p. 63-69</p>
Week five	<p>Commitments and the process of creating SMEs; Motives, Strengths and weaknesses, Requirements and Personal Skills; Identification of Business ideas, evaluation of a Business Opportunity, brainstorming of ideas, methods of selecting business ideas.</p> <p>Literature: Small and Medium Business; Published in 2006; Reinvest, p. 70-80</p>
Week six	<p>Assessment of knowledge - First test,</p>
Week seven	<p>Business planning; Business plan and its importance, content and elements of the business plan, drafting the business plan.</p> <p>Objectives of environmental analysis</p> <p>Literature: Small and Medium Business; Published in 2006; Reinvest, p. 82-87, 152-153,</p>
Week eight	<p>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.</p> <p>Literature: Small and Medium Business; Published in 2006; Reinvest, p. 88-103</p>
Week nine	<p>Operations Plan - Technological Analysis; Technology plan, identification of expenses, identification of investments. Week 11 Financial Analysis; Cash Flow, Statement of Success-Loss, Balance Sheet</p> <p>Literature: Small and Medium Business; Published in 2006; Reinvest pg. 126-141</p>

Week ten	Indicators of financial success; Interpretation of financial indicators. Political, economic and socio-cultural environment. Literature: Small and Medium Business; Published in 2006; Reinvest pg. 142-151
Week eleven	Management and organizational structure of SMEs; forms of financing working capital and assets, financial management, factors affecting the growth of SMEs. Literature: Small and Medium Business; Published in 2006; Reinvest pg. 155-165
Week twelve	Business environment and the role of institutions in the development of SMEs; government policies, international experiences. Literature: Small and Medium Business; Published in 2006; Reinvest, p. 168-176
Week thirteen	The role of governmental and non-governmental institutions in the development of SMEs - Repetition of the lectured material,
Week fourteen	Presentations by students
Week fifteen	Assessment of knowledge - 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.	