

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Small and Medium Sized Companies Management				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	3	Semester (Winter/Summer)	W	ECTS credits	6
Goals of a course					
Introducing students to basic concepts in the field of SME management. Acquisition of management competences of small and medium-sized enterprises					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
<p>Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one.</p> <p>Outcome 3: Identify and evaluate key performance indicators of performance.</p> <p>Outcome 7: Analyse and evaluate financial information.</p> <p>Outcome 8: Identify and analyse different organizational solutions in business processes.</p> <p>Outcome 9: Analyse the needs and manners of acquiring, using and developing the resources of a business entity.</p> <p>Outcome 10: Assess ethical approaches when planning and executing business tasks.</p> <p>Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language.</p> <p>Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language.</p> <p>Outcome 13: Identify different business risks and their impact on the business process.</p> <p>Outcome 14: Apply basic environmental research methods.</p> <p>Outcome 15: Independently prepare and present professional content using information and communication tools.</p>					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Evaluate models of appropriate institutional support for a specific SME. 2. Assess the impact of the external environment and internal specifics of the organizational system of a particular SME. 3. Distinguish the basic features of strategic choices in SMEs. 4. Select appropriate management solutions according to the specificities of SMEs. 5. Identify the advantages and disadvantages of a (family) entrepreneurial venture at different stages of the (family) enterprise life cycle. 6. Propose the development direction of a (family) entrepreneurial venture. 					
Content of a course					
Concept definition of small and medium-sized companies. Management functions and conduct in small and medium-sized companies. Small and medium-sized companies – definition, strengths and weaknesses. Management founders' team. Business aims of small and medium-sized companies – definition, structure, hierarchy and management. Planning. Organization. Change management. Conduct of small and medium-sized companies. Realization of supervision in small and medium-sized companies. Management of risk and insurance.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
Grading, evaluation and monitoring of students' work continuously during lectures and exams					
Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.					