

Course title	Entrepreneurship and Small Business Management
Lecturer	Determined later
Lecturer's email address	
Hours	30
ECTS	5
Academic year	2020/2021
Semester	winter
Content	<ol style="list-style-type: none"> 1. Business basics. Critical factors for starting a new enterprise 2. Forms of ownership. Becoming an owner 3. Analysis of the competitive environment 4. Why and how to develop a business model and business plan 5. Finding and evaluating opportunities 6. Market analysis and marketing plan 7. Financial planning: Cash flow, Profit and loss statement, Balance sheet 8. Sources of capital for entrepreneurs. Obtaining the right financing 9. Cost estimating and planning. Fixed and variable costs 10. Break-even point 11. Developing an effective Business Plan 12. Developing marketing strategies 13. Building a team. Managing human resources 14. Risk analysis 15. Case studies of entrepreneurs
Learning outcomes	<p>Upon completion of the course, students will be able to demonstrate knowledge of the following topics:</p> <ol style="list-style-type: none"> 1. Understanding the dynamic role of entrepreneurship and small businesses 2. Organizing and managing a small business 3. Financial planning and control 4. Forms of ownership for small business 5. Business plan creation
Selected literature	<ol style="list-style-type: none"> 1. Baron, R. A. (2014). Essentials of entrepreneurship: evidence and practice. Edward Elgar Publishing. 2. Bygrave W.D., Zacharakis A., (2014). Entrepreneurship, Wiley&Son. 3. Byrd M.J, Megginson L.C. (2017), Small Business Management. An Entrepreneur's Guidebook, McGraw-Hill, Irwin 4. Kuratko D.F., (2017). Entrepreneurship: Theory, Process, and Practice. Cengage Learning.
Teaching tools/methods	<p>Lectures and auditorium classes</p> <p>The lecture will cover the topics, which students will apply to building a business model and plan during auditorium or e-learning classes. Students will work in class on team projects. Students will prepare and defend a business model. At first students will be asked to prepare a number of different ideas for their business. They will present them and after brainstorming presentation of ideas they will select one that they will work on in groups.</p>
Form of examination	<p>The course will be finalized by presentation of business model</p> <p>Additionally, students will be asked to complete individual exercises.</p>