

COURSE DESCRIPTION

University: <i>School of Economics and Management in Public Administration in Bratislava</i>	
Department: Department of Small and Medium Entrepreneurship	
Code:	Course name: Entrepreneurship in small and medium enterprises. I.
Type, extent and method of instruction: 2h lecture and 2h seminar / weekly, face-to -face method	
Number of credits: 5	
Study degree: Bachelor	
Prerequisites:	
Course completion conditions: Active participation in the pedagogical process during the semester-10 points Mid-semester control-10 points Presentation processed on a specified subject-20 points Test at the end of the semester-60 points	
Course aims: The Aim of the subject is to familiarize students with the essence and importance of small and medium-sized business for the economy and development of society. In the course of the subject, students will gain basic knowledge about business thinking of entrepreneurs, the creation of business plans and the basic assumptions for achieving the success of small and medium-sized enterprises.	
Brief outline of the course: 1. Introduction to the subject-entry test, objective and content of the subject, the criteria for graduation. 2. Basic concepts-business, entrepreneur, enterprise, business environment. 3. Small and medium-sized business-position and function in the economy, the situation in the SR, the EU and the world. 4. Motives and goals of the business. 5. Types of business, specifics, strengths and weaknesses of each type of enterprise. 6. Entrepreneurial mindset of entrepreneurs, with views of economic, social, ecological. 7. Business Plan-The idea of future development and direction to success. 8. Setting up an enterprise in an environment-an enterprise as one of the entities in the environment. 9. The enterprise and its internal environment-resources, their allocation and exalment. 10. Business processes and their importance in small and medium-scale enterprises. 11. Measurement and evaluation of the results of the undertaking. 12. Management of small and medium-sized enterprises-specifics.	
Recommended literature: Enterprise and Entrepreneurship. Volume five : Learning and Growth. Development of adaptation abilities in complex and turbulent environment. - 1.vyd. - Bratislava : Veda. 645 p., ISBN 978-80-224-1350-3. Enterprise and Entrepreneurship. Volume three : Strategic Communication. Contexts of social development, alterations of the market and communication / Štefan Kassay. Bratislava : Veda. 857 p., ISBN 978-80-224-1174. Ethical leadership in Slovak business environment / Anna Remišová. Praha : Wolters Kluwer, 2016. 152 p. The Business Environment : Themes and issues in a globalizing World / Paul Wetherly. Oxford : Oxford University Press, 2018. - 501 p. ISBN 978-0-19-873992-0.	
Language of instruction: <i>English</i>	
Notes:	