

COURSE DESCRIPTION

University: <i>School of Economics and Management in Public Administration in Bratislava</i>	
Department: Department of Management	
Code:	Course name: Entrepreneurship in small and medium enterprises II.
Type, extent and method of instruction: 2 h lecture and 2 hours seminar / week, 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 goal of the subject is to familiarize students with the importance of small and medium enterprises for the economy and development of society. In this course students will gain basic knowledge about business thinking of entrepreneurs, the creation of business plans and the essential assumptions for achieving the success.	
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: KURATKO,D.F.- HODGETTS,R.M. 2007 Entrepreneurship, theory, process, practice. Mason: Thompson 2007 Multinational Enterprises and the Global Economy / John H. Dunning. Cheltenham : Edward Elgar, 2014. - 920 p. - ISBN 978-1-84720-122-5.	
Language of instruction: <i>English</i>	
Notes:	