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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Economics** | | |
| Study Module (if applicable) | | | | Tourism Management | | |
| Course title | | | | Management of Small and Medium-Sized Enterprises | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Suzana Stefanović  Maja Ivanović-Đukić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *To familiarize students with the theoretical bases of management of small and medium-sized enterprises. To identify key stages of the management of small and medium-sized enterprises, starting with the establishment of small enterprises to its transformation into a big company. To address the specifics of formulating and implementing strategies in small enterprises, as well as the specificities of different business functions (finance, marketing, production, etc.) in small and medium-sized enterprises.*  *To enable students to start up a company. To familiarize students with the specifics of small and medium-sized enterprises. To theoretically and practically train students to successfully manage established small and medium-sized companies as well as to formulate and implement growth strategies of SME.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *The concept and characteristics of small and medium-sized enterprises. Start up. Managing the growth of SMEs. The formulation and implementation of SME's strategy. Social responsibility of SMEs. Production Management for SMEs. Marketing Management of SMEs. Financial management of SMEs. Human resource management of SMEs.* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **20** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **10** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |