

## **Course Description**

### **Economic Faculty**

### **Study program: Professional Master Studies in Business Administration**

### **Course Title: Management of SMEs and New Ventures**

### **Course Credits: 8**

### **Language of Instruction: Albanian/English**

**Course Description:** The student will receive key concepts on small business management, various specifics of small businesses and entrepreneurship. The business model concept will be introduced. The students will understand the impact the business design has on circular economy and how digital transformation impacts decision making.

**Course Goals:** The course goals are to increase the understanding of various concepts of entrepreneurship and management of new ventures, how develop technical and practical skills important to be successful in business.

**Course Requirements:** The students are organized in team work to design a business idea from the concept to the business plan. The consideration of sustainability and digital concepts will add value to their concept idea. There will be a 30% ongoing evaluation (for their engagement during the semester) and 70% the exam at the end of the semester.

**Grading:** For the subject there is a grade evaluation. If the student gets a positive evaluation (as by the Regulation of Studies at the Institution), he/she will get the credits of the subject (8 credits).

**Course Schedule:** There are 3hrs for the lectures and 2 hrs. of seminars per week (the semester is 15 weeks)

The Schedule of Activities is subject to change.

During the semester there will be in class presentation of managers and businesses. These presentations are intended to give an overview of the implementation of quality concepts in the businesses (and not only) and to compare the theory to practice. The students will be engaged in teams to work on real business cases, to evaluate and think critically on the implementation of the quality concepts.

Some of the concepts presented during the semester are as follows:

- ✓ Entrepreneurship, new ventures, and the entrepreneur
- ✓ Creativity and innovation in entrepreneurship
- ✓ Soft skills and networking for success
- ✓ Business models
- ✓ Sustainability and digital transformation in business design
- ✓ Business plan.